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New Discounts at Pocket Books And Berkley Group

Pocket Books and the Berkley Publishing Group have announced new discount policies that both simplify their schedules and make them more competitive with Ingram, which offers a 46% discount on volume orders of mass market titles.

Beginning January 1, all Berkley mass market titles will have a 44% discount with the opportunity to earn up to two additional points if net dollar sales are at least the same as the previous year: with returns of 20% or less, one point; returns of 15% or less, two points).

Under the Pocket Books plan, as of January 1, all Pocket and Washington Square Press mass market titles and Archway YA and Minstrel YA titles will be sold at a 44% discount. All Pocket hardcover and trade paperback titles will sell at a 46% discount. Minimum orders are 25. Orders may be combined across all imprints and formats. There will no longer be any incentives, no qualifiers, and no returns penalties.

AAP Sales Report for September

Category	% change, September*	% change, YTD
Adult hardcover	27.0	11.1
Adult paperback	16.5	13.9
Juvenile hardcover	30.1	18.1
Juvenile paperback	14.2	36.5
Univ. pr. hardcover	20.3	15.1
Univ. pr. paperback	28.2	10.2
Bibles, etc.	17.6	12.6
Mass market paperback	2.3	4.5
Book club	11.2	3.6
Mail order	33.6	18.9
Sci-tech	44.7	3.6
College texts	-5.6	11.4
School texts	-2.0	11.0

**Percent changes measured against same time periods, 1988.*

Pratt Leaves Random House After 20 Years

Michael Pratt, senior vice-president for Random House trade marketing and sales, is leaving the company after 20 years.

Retiring Random House chairman Robert Bernstein said, "I know Michael will be missed by all those who have had the good fortune to work with him."

Pratt told *PW* that after such a long association he decided "it was the right time to move on. It was always a priority of mine to develop key people who could take my place, I've always worked hard at developing top managers. If I hadn't succeeded on that point I wouldn't leave." Pratt said he was undecided on the next step in his career and wanted "a clean break" in order to "allow the proper time to decide what I want to do next."

Pratt joined Random House as a sales rep in 1969 and by 1973 was promoted to assistant sales manager. He has held numerous executive positions in marketing and sales and oversaw the reorganization of the Random House sales department into the trade and merchandise divisions.

CROSS CURRENTS

The Museum of Modern Art joins the ranks of the censors (again). Alice Marquis's *Alfred H. Barr Jr., Missionary for the Modern* (Contemporary Books, 1989), a critically acclaimed biography of the MOMA founder, has been banned from the museum's bookstore and Christmas catalogue because it apparently tells the bad, as well as the good, about Barr. MOMA planned to order 100 copies and then canceled. *PW's* review called the book "a superb, vivid, dynamic biography . . ." It's not the first time MOMA's trustees have limited access at the bookstore. Russell Lynes's *Good Old Modern* (Atheneum, 1973)), an authorized but candid examination of the museum, has also never been made available from the MOMA bookstore.

The November issue of *Barry R. Levin's Science Fiction & Fantasy Literature*, a rare book newsletter, has a listing for what is unquestionably the rarest edition of *The Satanic Verses*. It's part of an English first edition, a numbered set of 12 copies of the Salman Rushdie novel; bound in full Morocco leather with gilt lettering, printed on vellum antique laid paper and signed by the author. And if that's not rare enough, the publisher, in a weirdly prophetic gesture, had the late Ayatollah Khomeini's autograph tipped into one copy before the controversy over the book began. Rare and notorious—an expensive combination—it sells for $6750.

Affronted by all the disaster movies on late-night television (including his own station), Ted Turner is going to sponsor a $1.5 million world-wide writing contest for the book that offers the most positive view of the world's future. Or so he told the National Newspaper Association convention in Atlanta, according to the *Journal-Constitution*. The author of the winning book—which Turner said he would get published—will receive $500,000 and the rest of the money will be used to promote the contest. Details will be forthcoming, Turner said.

In less global news from the South, an organization of book editors and reviewers from Virginia to Texas is in the making. A core group gathered by *Tennessean* book editor Robert Wyatt met during the Southern Festival of Books in Nashville to talk about what might be done: periodic meetings, a newsletter, regional book awards. But before proceeding the group would like to hear from media associates and freelancers interested in joining the cause. To sign up, call book editors Bill Starr of the *State*—(803) 771-8498—or Don O'Briant of the *Atlanta-Journal Constitution*—(404) 526-5440.

The Independent Wholesalers Co-operative Information Project announced in our October 6 issue, has generated such interest that its staff is swamped with requests for their free packet. IWCIP provides basic information about distribution to small presses. IWCIP's Patty Walsh asks—pleads—for people to send SASE's with their requests, "Postage is killing us." Please send SASE with 25¢ postage for information on one region, 65¢ postage for all regions to IWCIP, 702 South Michigan, South Bend, Ind. 46618.

CHILDREN'S BOOK SCENE

EDITED BY DIANE ROBACK

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Selling Children's Books in the Bookstore

A 'PW' survey looks at how children's books are being promoted and sold, and assesses future prospects

BY DIANE ROBACK

This survey was conducted by the market research department of Cahners Publishing in September 1989. It was sent to a sample of 750 Publishers Weekly *bookseller subscribers and to 250 bookstore members of the Association of Booksellers for Children. In total there were 422 respondents, for a remarkably good response rate of 42%.*

Of the bookstores that responded, 176 are general independent stores (representing 41.7% of responding stores); 77 are children's-only stores (18.2%); 77 are specialty independent stores (18.2%); 30 are college and university stores (7.1%); 13 are national bookstore chains (3.1%); 22 are regional bookstore chains (5.2%); and 22 are classified as "other," including mail-order operations (5.2%).

During the 1980s, children's booksellers became a sizable force within book retailing, reflecting the meteoric growth in children's book publishing overall. The annual output of children's books has increased from 2859 books published in 1980 to 4954 in 1988 (according to R. R. Bowker), a rise of 73.3% in eight years.

The growth in the industry, on both the publishing and the retailing ends, is the result of many factors converging at the same time. According to ABA president and bookseller Ed Morrow, "When you put it all together—the demographics of the population bulge, and the fact that much more than in the past parents are oriented toward education—it's one phenomenon reinforcing the other. Add to that the fact that the independents recognized the need to differentiate themselves from the chains; there has been a trend toward specialization in all areas, but children's books have led

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Box 1979, Marion Ohio 43305-1979 ☎ Call Toll Free 1-800-842-1669 (Continental U.S.) 1-614-382-3322 (All other) is 1235 titles for children's stores vs. 259 in all other stores), more board books (174 vs. 71), more beginning readers (417 vs. 165), more novels for older readers (903 vs. 240), more biographies (149 vs. 58), more books on problems (156 vs. 58), more folk and fairy tales (258 vs. 82) and more book-and-cassette sets (105 vs. 55). The national and regional chains tend to stock more in each of these categories than the general/specialty/college stores.

Looking specifically at picture books, it's clear that a much greater number of titles is carried by children's-only stores. For example, only 2.6% of the children's stores carry fewer than 50 picture books, while 30.8% of the other independent stores carry that few. And a whopping 28.6% of children's stores stock 1000–2500 picture books vs. 1.3% of general stores carrying that number.

Responses in this survey reaffirm what publishers and booksellers have always known: that backlist is the staple of the children's book business. On average, backlist encompasses 75.5% of what children's stores stock, and 66.5% in the other independents. With the chains the frontlist/backlist ratio is 39.6% frontlist vs. 60.4% backlist. This difference stands to reason: the chains are much more frontlist-oriented in their marketing strategies, and they apply similar techniques of display and promotion with children's books as with their adult books, which are much more dependent on an influx of new product.

The breakdown of hardcover vs. paperback titles stocked by all three groups, however, is virtually identical: 40.7% hardcover/59.3% paperback in children's stores; 38.4% hardcover/61.6% paperback in other independents; 40.8% hardcover/59.2% paperback in chains.

Categories Most in Demand

Every group of respondents designated picture books as the category currently most in demand from customers, except for regional chains, where the strongest current demand is for beginning readers—by a sizable percentage. National chain stores, on the other hand, report the same level of demand for picture books as for beginning readers. For all other groups, beginning readers was the number two category in demand, followed by books for older readers, board books, nonfiction, folk and fairy tales, books on problems and book-and-cassette sets.

The two categories that booksellers believe most strongly are *not* meeting customer needs are books on problems (cited by 22.6% of overall respondents) and nonfiction (21.5% of overall respondents). Even though children's stores are carrying an average of 156 books on problems, booksellers believe that there are too many on the same subjects. "They may have 150 titles," says ABC's Caron Chapman, "but I'll bet 50 of them are on a new baby in the family, and 35 are on divorce. Unfortunately, there are very few books on parents losing a job, for example, very few extended-family books or foster parent books, and almost nothing on lying and cheating."

Quantity vs. Quality

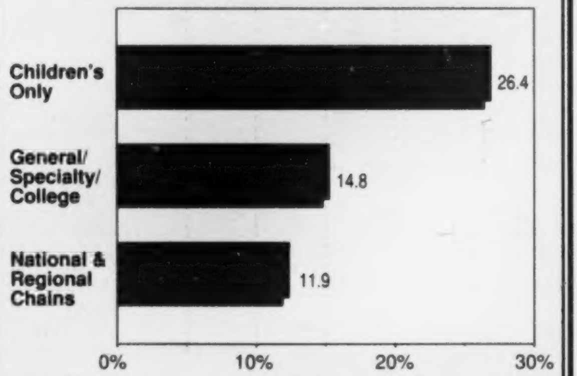
Three-quarters of all respondents say they have noticed an increase in the quantity of children's books currently published: 93.5% of children's stores, 75.4% of other independents and 51.5% of chains. "Increased demand" and "baby boom/yuppie parents" are the most commonly listed reasons for this perception. Very few booksellers, on the other hand, report seeing a *decrease* in quantity: only 2.3% overall, and none of the children's-only booksellers; 20.5% of all respondents see no change in quantity published.

There was a much lower perception of an increase in quality, however: 49.4% of children's bookstores believe that quality is on the rise, along with 49.1% of the other independents and 21.2% of the chains. And 22.1% of children's bookstores, 10% of other independents and 15.2% of chains see a *decrease* in quality, while 35.1% of all respondents see no change in quality.

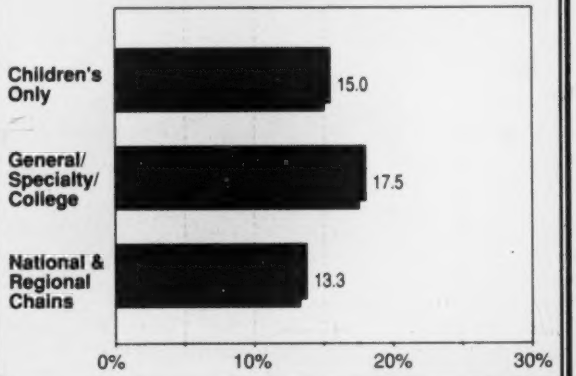
Of the 45.6% of total respondents who see an increase in quality, the most frequently cited reasons were "demanding/more aware buyers" (cited by 36%), "more competition" (11%) and better illustration (10.1%).

And of the 13.1% of total respondents who report a *decrease* in quality, they cited "publishers more interested in quantity over quality," "poor editing" and "over-commercialization" as the primary reasons.

Bookstore Sales of Children's Books to Schools and Teachers as Percentage of Total Sales



Booksellers' Projections of Growth in Sales within the Next Year to Schools and Teachers



Children's booksellers express some concerns over the increase in quantity, worrying that there is not enough diversity in *what* is being published. The burden of sorting through all the books and selecting from them, after all, is left to the bookseller, the teacher, the librarian or the parent; according to Chapman, there's a real risk that "booksellers will get sick of it at a certain point and carry fewer books."

Longtime children's bookseller Judy Sarick, whose Children's Book Store in Toronto has been in business 15 years, believes that quality is declining as output increases. "I think the books being published are blander; there are an awful lot of rubber-stamped books done to appeal to parents who don't have a broad base in the field. Publishers *are* much better at packaging than before, but they're publishing more because the market is hot. Most of the boom is in picture books—there's very little good fiction for ages 6–12, for example."

Growth in the Educational Market

Sales to schools and teachers are an important and expanding market, as bookstores run more school book fairs, and as teachers begin to use their local children's booksellers as resources in selecting trade books for classroom use. Respondents report that an average of 18% of their total business is done with the educational market: 26.4% in the children's bookstores, 14.8% in other independents and 11.9% in the chains.

Book fairs are the most common way that bookstores sell into this market: 61% of the children's bookstores hold fairs, as do 28.6% of the other independents, and only 12.1% of the chains. In addition, 34.1% of all respondents special-order books for schools, 21.8% stock books for local reading lists, 9.5% offer workshops and/or presentations, 6.7% hold storytelling sessions and book talks for schools, 5.6% visit classes and 3.6% sponsor local writing contests.

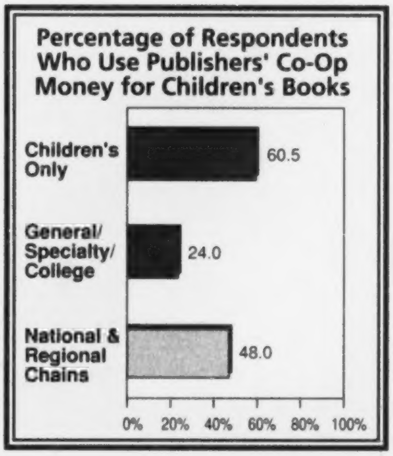
Sixty-six percent of all stores offer an educator's discount (70% of children's stores; 53% of all others); the average discount is 13.4% (this varies very little among all the bookstore groups). And 52% of all respondents predict that the educational market will grow for them within the next year by an average of 15.7%.

In spite of heightened expectations for sales stemming from widely publicized reading initiatives, increases in sales to teachers, says Caron Chapman, "are coming on an individual basis, not from the school systems. If the teacher believes in the books and wants to use them, if there's a good children's bookstore in the area, and if there's money to buy the books, then it can happen.

"It's the bookseller's job to get the word out," she adds. "The public doesn't assume a children's bookseller knows books—it assumes she is running a business. She needs to sell her credibility in literature."

Help from the Sidelines

Sidelines, in all their various forms, can significantly add to a children's bookstore in terms of diversity as well as profits. Every single children's bookstore in our survey carries sidelines of some sort; in contrast, 14.5% of the other independents say they do not carry any children's sidelines, while 6.1% of the national and regional chains don't stock sidelines.

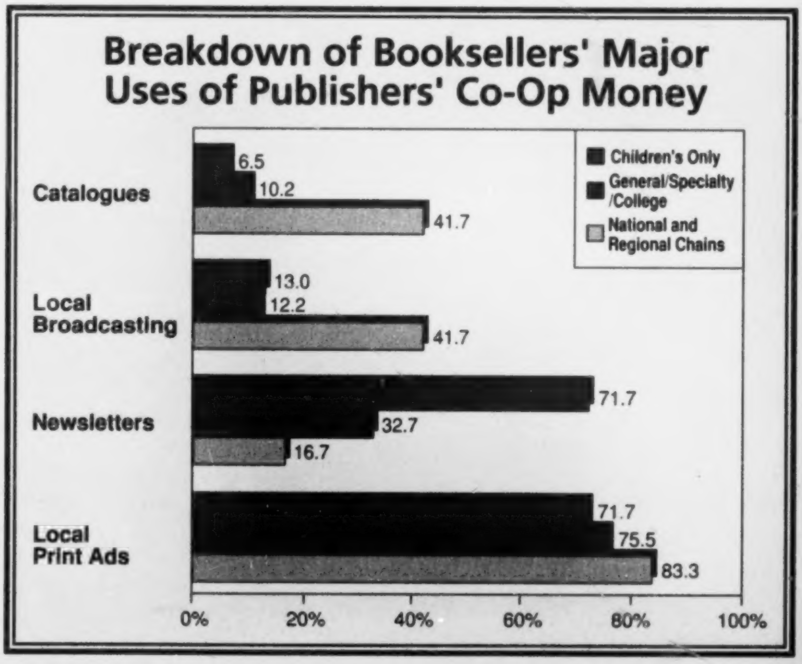


Audio is the most popular sideline in all groups, carried by 93.5% of the children's stores, 81.8% of the chains and 69.1% of the other independent stores. On average, stores carry 76 audio tapes (105 in children's-only stores, 56 in other independents and 78 in chains).

Next comes bookmarks and bookplates (carried by 81.8% of children's stores, 69.7% of chains and 62.3% of others); greeting cards and paper products (77.9% children's, 33.3% chains and 46.8% others); video tapes (57.1% children's, 51.5% chains and 22.3% others); educational games (51.9% children's, 42.4% chains and 27.7% others); and toys (46.8% children's, 30.3% chains and 25.5% others).

Dolls based on book characters are carried much more frequently by children's-only stores than all other stores (81.8% vs. 33.1%), as are rubber stamps—carried in 68.8% of children's stores, in 15.9% of other independent stores and in only 3% of the chains.

Sidelines, which are normally purchased on a non-returnable basis at a higher discount than books, can provide children's booksellers with "a good cash flow situation," accord-

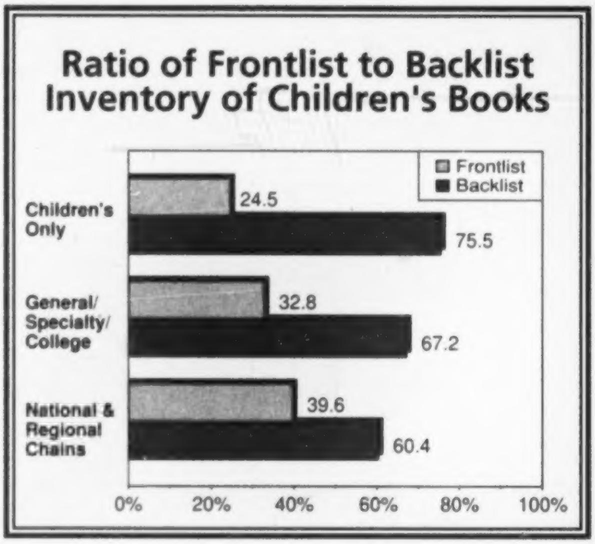


ing to Chapman. Chain bookstores, on the other hand, would be more likely not to want to deal with sidelines: they are often manufactured by small companies, meaning a lot of paperwork for the chains, and the discounts might not be as advantageous as for merchandise bought in greater volume.

It can also be easier to sell sidelines to customers in children's-only stores. "When people go into a children's bookstore," Chapman points out, "they're open to buying toys or other kinds of products. They're thinking store, not books, whereas in general bookstores, people go in to buy *books*."

Selecting the Books

The criteria on which booksellers base their buying decisions for children's books doesn't vary significantly with children's vs. non-children's stores. Criteria cited as having some degree of importance by over 90% of respondents across the board are: content, illustration, author's or artist's reputation, cover design, retail price, word of mouth and reviews. Considered of less importance were publisher or imprint name, cited by 64%, and point-of-purchase displays, cited by 47%. There were noteworthy discrepancies among the respondent groups for a few specific criteria. When asked about the importance of retail price when purchasing books for their stores, non-children's booksellers attach a higher degree of importance than children's booksellers: 22.5% of the former call price "extremely important" vs. only 9.3% of the children's booksellers. Clearly, price is a factor for stores across the board, but children's booksellers exhibit somewhat less price sensitivity on the purchasing level.



Of the various groupings of respondents, chain stores, as might be expected, gave a much higher degree of importance to point-of-purchase displays as a factor in making a purchasing decision; their importance to children's and other independent stores was much lower. And although 59% of respondents say they use point-of-purchase displays, chain stores order them most—for 14% of the books they stock vs. 10.5% for all other booksellers.

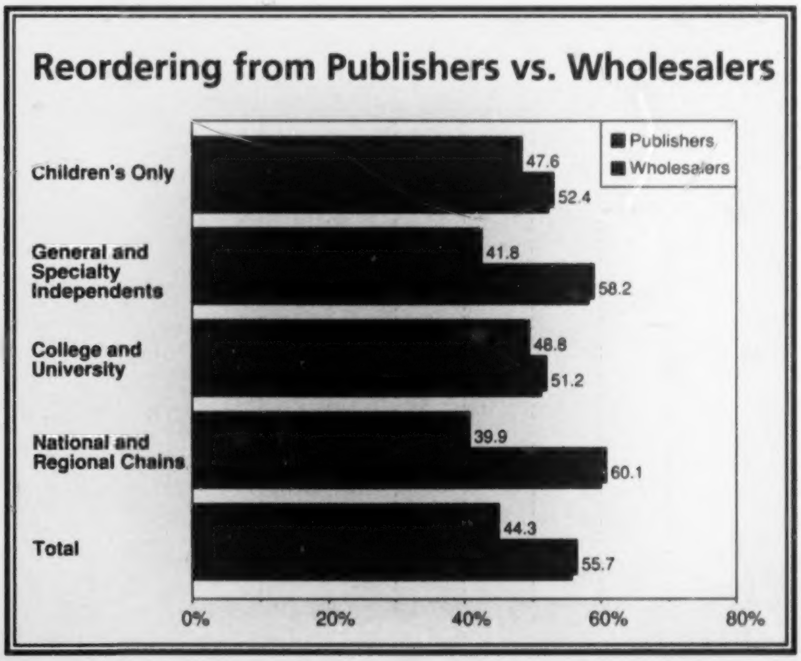
When polled about what they consider their most important sources of information, booksellers in all groups gave similar levels of importance to several sources (in descending order): publishers' catalogues, input from sales reps, book reviews, word of mouth, articles and advertisements in trade journals and staff input.

A significant deviation was for the importance of trade shows. Forty-three percent of the children's booksellers call trade shows one of their most useful sources of information, as opposed to only 17.2% of the other independents and 16% of the chain booksellers. Since many children's stores aren't regularly visited by reps, trade shows take on much more importance for children's booksellers, not only in gathering news (both from publishers and from fellow booksellers), but also in being able to see the books.

Reordering Practices

Children's bookstores tend to rely slightly more often on publishers for reordering than do other independent stores and chains. On the average, children's booksellers reorder from publishers 47.6% of the time, and reorder from wholesalers 52.4% of the time. Other independent stores reorder from publishers on the average 41.8% of the time vs. 58.2% from wholesalers; chain stores reorder from publishers even less often—39.9% vs. 60.1% from wholesalers.

Some of this greater reliance on publishers for reordering on the part of children's booksellers can be linked to a common complaint that not enough wholesalers carry children's books in sufficient breadth, thus necessitating reordering from the publisher. Strong-selling frontlist is easy to find at a distributor, but older titles from small- and mid-



sized companies can be more problematic.

Getting the Word Out

Children's booksellers program an amazing array of in-store and out-of-store events, but the most important way they promote themselves to their customers is through newsletters. Seventy-five percent of the children's-only stores polled have newsletters; they consider it their most efficient and cost-effective way of reaching customers. Thirty-three percent of the other independent stores send newsletters, and 21.2% of the chains send them; of both groups, an average of 21% of the space in those newsletters is devoted to children's books (although over 8% devote *no* space in their newsletter to children's books). One of the major chains, Waldenbooks, publishes a bimonthly newsletter, *Chip and Holly's Newsletter*; it is both distributed in stores and mailed to subscribers, and has a print run of 300,000.

More than 60% of children's booksellers use co-operative advertising money provided by publishers—to support their newsletters, local print ads, author appearances and other uses. Just under half of the chains surveyed, but only one-quarter of the independent stores, use co-op money for children's books.

Of the independent stores that use co-op money, a similar percentage use it for local print ads (71.7% of children's vs. 75.5% of the others). Other uses for co-op money include local broadcasting (13% of children's stores vs. 12.2% of other independents) and catalogues (6.5% of children's stores vs. 10.2% of other independents).

Chain bookstores tend to use co-op money for local print ads (83.3%), and catalogues and local broadcasting (both 41.7%), rather than spending a lot of money on newsletters, like the independents do. And chain stores use co-op for children's books much more often than other respondents: on the average, chains use co-op 6.6 times a year vs. 3.5 times a year for the children's stores and 3.9 times a year for other stores.

Just under half (46.6%) of all stores surveyed say they are using co-op money more frequently than in the past; 11.2% say they use co-op less frequently, and 37.9% say their level of use is about the same. This figure does not vary signficantly among the groups of stores. As for perceived ease of use, more general/specialty/college booksellers find co-op policies easier to understand and use these days than children's-only and chain booksellers, who find the policies slightly more difficult than in the past.

Stores that don't take advantage of co-op money cite several reasons. The three major ones are: the store does little advertising (12.6% of respondents); the store and/or its orders are too small and don't qualify for co-op funds (12.6%); and co-op policies are too complicated (10.9%). Other reasons include: store does the bulk of its buying from distributors, not publishers (7.9%); too time-consuming (6.7%); not familiar with how to do it (6.3%); not worth the effort (5.9%); and just recently opened store (4.6%).

> 'The demographics are propitious for children's bookselling into the next century.'
>
> *—Ed Morrow, ABA president*

Outside the Children's-Only Stores

As children's book sales have mushroomed, savvy independents have begun to expand their children's sections; and many general booksellers for whom children's books are a growing success credit the hiring of a children's book specialist on staff to order for and be in charge of the section. For booksellers planning to extend or refurbish their children's department, ABC's Caron Chapman recommends "paying some special attention: maybe using different lighting, different carpeting, different fixtures, or perhaps simply putting a chair in the section. And consider moving it away from the back!"

Chain bookstores, on the other hand, may not find the same degree of success with children's books. A major stumbling block is the difficulty of finding and keeping knowledgeable staff, given the importance of the "hand-sell" in children's book retailing. As Ed Morrow puts it, "Any children's department or children's bookstore is only going to be successful to the degree that it has dedicated people who know the field." Chapman believes that "programming is the key" for chains to sell children's books well. "You have to do local programming geared toward the individual communities. Owners of children's bookstores know programming as well as the books. For the chains to be successful with children's books, it would take a pretty strong commitment on their part in terms of local programming, and for this you need someone at the individual stores."

Waldenbooks, according to spokesperson Tyson, has been addressing these concerns. She comments that the chain has devised a "children's book training tool for all stores, a reference tool for all store staff members. It suggests that there be a children's book expert in the store."

Barnes & Noble/B. Dalton declined to comment.

Projections for the '90s

Expansion in children's bookselling can be predicted in a number of ways: expansion of existing stores, openings of new ones and growth of children's sections in general stores. In addition, another trend will undoubtedly become more prevalent: existing stores opening up second locations, for example in suburban areas, as metropolitan centers begin to extend outward. And as children's bookstores grow in profitability and space needed, many will be relocating to larger spaces.

According to Ed Morrow, "Any growth like this has to level off at some point. But the demographics are propitious for children's bookselling into the next century. We do have to be concerned—15 or 20 years ago schools were closing down all over the country, because the kids weren't there to fill them. If that happened again, there would be a shakeout. But it's not immediate; I don't have to worry about it for the next several years."

The city of Toronto, where Judy Sarick's Children's Book Store is located, has a remarkable 15 children's-only bookstores for its three million residents. "I keep waiting for it to level out," she says. "I keep waiting for my sales to go down from the competition. And they're not.' If Toronto can be seen as an example of the marketplace's ability to accommodate children's bookstores, Sarick states, "There's no end in sight." ☐

The Top 20: America's Biggest Publishers
Nashville as a Book City • Spring Sneak Previews
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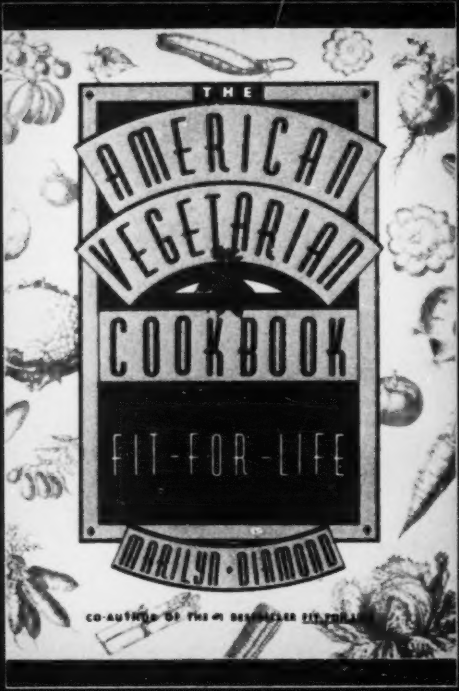

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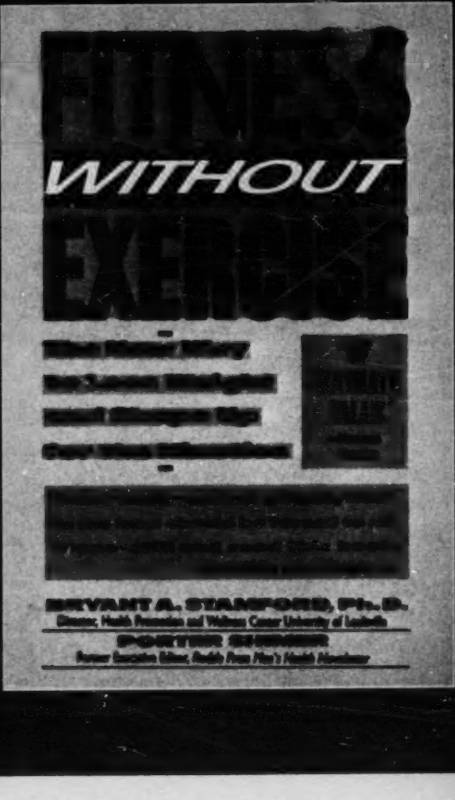

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America's Biggest Publishers

Our first ranking of the top 20

Company	Employees	Titles	Latest Revenues*	Previous Revenues*	% Change
1. Simon & Schuster	9000	N/A	$1300 (est.)	$1200	8.3%
2. Time Inc. Book Co.[1]	N/A	2283	988	891	10.8
3. Harcourt Brace Jovanovich	4313	4961	879.7 ('88)	802.5	9.6
4. Random House[2]	N/A	c.1720	800 est.	500 est.	60.0
5. Reader's Digest[3]	2700	35	N/A	780 (est.)	—
6. McGraw-Hill	N/A	N/A	727.2 ('88)	706.4	2.9
7. Encyclopaedia Britannica[4]	2300	13	624	590	5.8
8. Bantam Doubleday Dell[5]	1400	c.1400	600	549	9.3
9. Times Mirror[6]	3000	N/A	520	425	22.3
10. The Thomson Corp.	N/A	N/A	500	475	0.5
11. Harper & Row[7]	2329	2600	450	398	13.0
12. Grolier	5800	N/A	443.3	443.3	0
13. Western[8] Publishing	2500	750	450	N/A	—
14. Houghton Mifflin	2150	715	368.3 ('88)	343.4	7.3
15. World Book Encyclopedia	650	N/A	310	N/A	—
16. Maxwell Macmillan[9]	N/A	700	300 plus (est.)	N/A	—
17. John Wiley[10]	1800	640	259	240	7.9
18. Penguin USA[11]	N/A	c.1830	225	N/A	—
19. Putnam Group	809	1088	200	176	13.4
20. St. Martin's	350	1200	161	133	21.0

*Revenues in millions

Creating the List

Erratic financial years, incomplete records on staff and titles, and the secrecies of privately held companies, all call for a certain amount of guesswork

WHICH ARE America's biggest publishing operations? The top three or four are easy, surely. Or are they? And after that comes. . . .

In any case, the order of the players changes, often dramatically, from year to year as conglomeration continues apace. Only a year ago Crown and Random House were separate, privately owned entities; now they are one. Random was a major player in educational publishing; now it's not. A year ago, too, Time and Warner also lived their different lives—and Time had Scott, Foresman. And so it goes.

The accompanying chart represents *PW*'s first attempt to put together some of the salient figures regarding the biggest companies. In each case we have tried to show current gross revenues, as compared to the last year, with the resulting rate of change. And because such figures are particularly interesting at a time when talk of streamlining is much in the air, we've also indicated how many employees each company has (in cases where the company is a major international player, in the U.S. alone) and the approximate number of titles published in the past year, or at least in a recent typical year.

There are many difficulties in creating such a list. Privately held companies don't talk, of course, and don't have to; in those cases, we've had to rely on educated guesses from financial observers and sometimes from company insiders. And even public companies with book divisions don't always separate the books from other information products like newspapers, magazines and journals in their annual reports. Financial years, too, are all over the place, and in some cases the current figure represents an educated guess, either from an informed source or with off-the-record guidance. Likewise, many companies weren't able to put a figure on their staff numbers employed in book publishing, and, in some companies with several divisions, including trade, educational and professional, the numbers of titles were too diffuse to be readily collected. Many companies simply are not organized in such a way that this material is centrally recorded.

Such a list can therefore be only suggestive rather than definitive. The original plan was to take it to 25, but by the time we got to 20 we realized that some of the companies listed might easily be supplanted by others we hadn't considered: the Hearst Group, for instance, would certainly have appeared in such a list, although its results didn't quite make the top 20. As it is, there may be qualified top-20 companies that we have omitted; we expect and hope that by the time we begin preparations for next year's list, we'll be able to expand it.

—THE EDITORS

[1] *Time Inc. Book Co. results projected for 1989 include Warner Books as well as BOMC; Scott, Foresman, a major element in these results, was sold in December.*

[2] *Random declined to give sales figures. Figures given are estimates of sales before and after Crown acquisition.*

[3] *Reader's Digest is going public, and thus cannot give current figures. Previous year was published estimate. Employees are U.S. only.*

[4] *EB figures are for a fiscal year ending in September.*

[5] *BDD results show estimated worldwide sales for a fiscal year ending June 30, and do not include Literary Guild sales.*

[6] *Times Mirror employees are book employees only. Results for both years are estimates for book operations only.*

[7] *Harper results include Canadian sales.*

[8] *Western Publishing expects a loss in 1989, but is unable to release specific figures before year's end.*

[9] *Macmillan estimated sales are of books only and do not include journals or book club sales.*

[10] *Wiley figures are for fiscal year ending in April.*

[11] *Penguin figures do not include results from Addison-Wesley, which is also part of the Pearson group.*

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Looking Back on a Year—and a Decade—of Change

Industry Leaders Assess the Business: Now & Tomorrow

Bestsellers, Best Books, Thoughts from Top Writers of the '80s

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Going Public, Reader's Digest Reveals Earnings for First Time

As the Reader's Digest Association moves to go public, it has revealed a glimpse of its finances for the first time in its 67 years of stubbornly guarded privacy.

Books and home entertainment—which includes videocassettes, records and tapes—contributed 59% of total 1989 sales of $1.83 billion, the company said in its filing with the SEC. The segment had sales of $1.09 billion in 1989, and an operating profit of $192 million.

Condensed Books, which sold more than 21 million volumes worldwide last year, had revenues of $289.6 million, according to the *Wall Street Journal*'s report of the filing. Series books sold four million volumes and posted earnings of $66.6 million. General books, like *How to Do Just About Anything*, sold 17 million volumes for revenues of $487.4 million.

Chief executive George V. Grune earned $1,010,707 in salary and bonuses in fiscal 1989, as well as an additional bonus of $450,000 earned in 1988 and paid in 1989, and "performance shares" valued at $860,910.

'Time' Names New Books Editor

Time magazine has named Walter Isaacson, who has been identified with hard news in the World and Nation sections, as its new books editor.

As part of a reorganization of the cultural sections, the appointment allows Isaacson, a *Time* senior editor since 1984, to assume responsibility for books from Christopher Porterfield, who previously edited all back-of-the-book cultural sections and who will continue to handle general cultural coverage.

Isaacson joined *Time* in 1978 and has covered presidential campaigns as part of the magazine's Washington Bureau. He told *PW*, "I don't expect there to be any change in the magazine's book coverage. We're a news magazine and we want timely coverage of books and the book world."

Isaacson said that *Time*'s regular reviewers, senior writers R. Z. Sheppard and Paul Gray, will continue to review books for the magazine.

Isaacson is the author of two books of nonfiction, *The Wise Men: Six Friends and the World They Made* (Simon & Schuster, 1988) and *Pro & Con* (Putnam, 1983).

AAP Sales Report for October

Category	% change, October*	% change, YTD
Adult hardcover	62.7	18.9
Adult paperback	21.9	16.9
Juvenile hardcover	32.1	20.2
Juvenile paperback	17.0	39.5
Univ. pr. hardcover	31.6	21.9
Univ. pr. paperback	-18.8	1.3
Bibles, etc.	8.7	9.5
Mass market paperback	-5.7	3.1
Book club	-1.4	2.5
Mail order	14.7	21.3
Sci-tech	20.9	4.4
College texts	-15.4	9.1
School texts	30.6	12.0

**Percent changes measured against same time periods, 1988.*

Pathfinder Mural Defaced; Mayor Dinkins Denounces Vandals

The Pathfinder Mural Project, the six-story mural on the Pathfinder Press building in lower Manhattan, was defaced by paint bombs during the night of December 20–21. The work of artists from more than 20 countries, the project depicts an international group of radical political activists.

The attack comes in the wake of editorials in the New York *Daily News* and New York *Post* attacking the mural's depiction of left-wing leaders and the partial funding received from the New York State Council on the Arts and the Cultural Affairs Department of New York City.

New York City Mayor David Dinkins denounced the "cowardice of the anonymous perpetrators." Dinkins said the vandalism points to a "lack of respect for the diversity of opinion and creative expression that characterizes what it means to be American." He pledged to do everything possible to apprehend those responsible for the damage and promised assistance in restoring the work.

Prior to the attack, Pathfinder Press, an international publisher of radical political literature, had accused the two newspapers of advocating "government censorship" and "vigilante violence."

Petitions in support of the mural are being circulated, and a large group of individuals, artists and representatives from unions and arts organizations gathered at a rally December 16 in support of the mural and to discuss censorship and artistic freedom.

—Calvin Reid

Sterling Announces Free Freight And Several Acquisitions

In one of several developments at Sterling Publishing, the company announced it has begun offering free freight to bookstores and wholesalers as of January 1.

The freight policy, said Sterling Publishing's executive vice-president Lincoln A. Boehm, will feature a sliding scale allowing its customers to combine all orders, including new books, backlist, hardcovers and paperbacks as well as titles distributed by Sterling.

The company also announced it was acquiring the publishing rights and inventory of Main Street Press of Pittstown, N.J., and will also begin a copublishing venture with Hyperion Press of Vancouver, Canada.

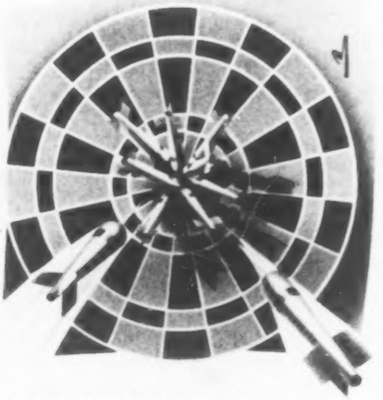
Main Street Press specializes in books on crafts, quilting and architecture. Sterling, Boehm said, would be reprinting and reissuing titles from the backlist and publishing about 17 titles under contract but not yet published.

Hyperion Press publishes children's books, nature titles and manuals. Boehm said Sterling would be taking over all existing Hyperion books and publishing them in the U.S. for the first time. The companies will also copublish future titles under the Sterling/Hyperion imprint.

In addition, Sterling has acquired the rights to 32 titles from the Workbook and Fortune-Telling series from the British firm Thorsons Publishers, but has ended its distribution of their other titles. Thorsons was recently acquired by Collins, and Harper & Row has become distributor of the titles Sterling did not buy. Sterling has also begun distribution of crafts and cake decorating titles by Merehurst Ltd. of England.

A Decade of Megasellers

It was a time of unprecedented numbers for a range of titles by name authors and on trendy themes



BY DAISY MARYLES

The term "megasellers" is an '80s word coined specifically to describe the new breed of hardcover bestsellers, those with seven-figure unit sales—numbers that in previous decades could be applied only to mass market paperbacks. Of course, there were exceptions. In the '70s, *The Living Bible* and Richard Bach's *Jonathan Livingston Seagull* sold over the two-million mark. But the latter was called a "publishing phenomenon," and the Bible, especially a new edition, often sells in huge numbers. In the '80s, 13 novels and 12 nonfiction titles went over the one-million sales mark.

What sets apart the million-copy sales of hardcovers during the '80s is not only the increased numbers of titles that achieved those lofty watersheds, but that these huge sales became the expected norm for a work of fiction by a name writer with an established track record, and also for celebrity biographies and books about popular culture. First printings, author advances and promotional and advertising budgets scaled new heights—all feeding the frenzied and often unrealistic expectations that these books would sell in mass market–like quantities. As the decade wound down, publishers began to sound more realistic and prudent, talking about lower first printings and author advances—necessary reactions after some of those titles published as megasellers behaved like mass market paperbacks in another respect: returns exceeding 30%.

Fiction High Rollers

Checking the list of works that comprise *PW*'s top 25 fiction titles, we can quickly spot the novelists who led the numbers parade. Ten of the 13 million-copy novels were by three writers—Stephen King, Danielle Steel and Tom Clancy. How strong were the sales of these three authors at the dawn of the '80s? King's first bestseller on a hardcover list was *The Dead Zone*, which, in 1979, finished in the #6 spot with sales of 175,000 copies for that year. Compare this with his 1987 performance—three books among the top 10 of the year, including *The Tommyknockers*, in first place, with one million-plus sales. Steel's sales also gained considerable pace in the '80s. Her first hardcover success was in 1981 when *Remembrances* sold over 127,000. In 1987, two of her novels placed among the top 15 for the year. Clancy's success launched—or at least paved—the way for a genre of books called techno-thrillers. His *The Hunt for Red October* was the first novel published by the Naval Institute Press, and in its 1984 publishing year took the #13 spot among fiction bestsellers with sales of 295,000. His next books, *Red Storm Rising* and *Patriot Games*, came from Putnam and sales climbed. In 1988, the year King took a brief hiatus, Clancy captured the #1 spot on an annual list with *The Cardinal of the Kremlin*.

The Top 25 of the '80s: Fiction Bestsellers

1. **Clear and Present Danger.** Tom Clancy (Putnam, 1989); 1,607,715
2. **The Dark Half.** Stephen King (Viking, 1989); 1,550,000
3. **The Tommyknockers.** Stephen King (Putnam, 1987); 1,429,929
4. **The Mammoth Hunters.** Jean M. Auel (Crown, 1985); 1,350,000
5. **Daddy.** Danielle Steel (Delacorte Press, 1989); 1,321,235
6. **Lake Wobegon Days.** Garrison Keillor (Viking, 1985) 1,300,000
7. **The Cardinal of the Kremlin.** Tom Clancy (Putnam, 1988); 1,287,067
8. **Texas.** James A. Michener (Random House, 1985): 1,176,758
9. **Red Storm Rising.** Tom Clancy (Putnam, 1986); 1,126,782
10. **It.** Stephen King (Viking, 1986); 1,115,000
11. **Kaleidoscope.** Danielle Steel (Delacorte Press, 1987); 1,065,355
12. **Zoya.** Danielle Steel (Delcorte; 1988); 1,000,319
13. **Star.** Danielle Steel (Delacorte; 1989); 1,000,119
14. **Patriot Games.** Tom Clancy (Putnam, 1987); 957,400
15. **Misery.** Stephen King (Viking, 1987); 875,000

*16. **The Sands of Time.** Sidney Sheldon (Morrow, 1988)

17. **The Talisman.** Stephen King and Peter Straub (Viking, 1984); 830,000
18. **Leaving Home: A Collection of Lake Wobegon Stories.** Garrison Keillor (Viking, 1987); 817,000
19. **The Satanic Verses.** Salman Rushdie (Viking, 1989); 766,000
20. **The Icarus Agenda.** Robert Ludlum (Random House, 1988); 753,967
21. **Poland.** James A. Michener (Random House, 1984); 750,475
22. **The Eyes of the Dragon.** Stephen King (Viking, 1987); 750,000
23. **Caribbean.** James A. Michener (Random House, 1989): 749,941
24. **Bonfire of the Vanities.** Tom Wolfe (Farrar, Straus & Giroux, 1987); 739,862
25. **Skeleton Crew.** Stephen King (Putnam, 1985); 720,000

***Sales figures were submitted to *PW* in confidence, for use only in placing the title in its correct position on the list.**

Familiar names make up the rest of the decade's bestselling novelists. Jean Auel's third novel, *The Mammoth Hunters*, was the #1 bestselling fiction novel in 1985. Auel's first novel, and first installment of the Earth's Children saga, *The Clan of the Cave Bear*, sold 119,000 copies in 1980 in its debut year. Robert Ludlum was the lead novelist in 1979 with sales for that year of about 250,000 for *The Matarese Circle*; despite a significant rise in units sold for future titles, the author never again achieved that high spot during the next 10 years. James Michener won the top fiction sales spot a couple of times during the '70s, and achieved that again in 1980 with *The Covenant*, but then #2 was the spot he took three years in a row—1982–1984. Sidney Sheldon's books were often among the top five novels of the year during the '80s.

Garrison Keillor's radio broadcasts on *A Prairie Home Companion* won him enough book fans to sell over one million copies during 1985 with *Lake Wobegon Days*. And Tom Wolfe's strong record as a bestselling nonfiction author stood him in strong stead for his first novel, *Bonfire of the Vanities*. An unlikely novel on this decade's list is Salman Rushdie's *The Satanic Verses*; its popularity during the last year is more a reflection of a political stance than an example of a commercial, popular novel.

Nonfiction Winners

A more eclectic group comprises the top 25 nonfiction titles of the '80s, but a few familiar themes run throughout. The country's obsession with health and fitness; idolization of celebrity figures, both in business and entertainment; and general money matters all figure extensively among the top 25 books. One can also see the publishing strength of mass market players in what was predominantly a hardcover game during the '70s; Bantam's five nonfiction titles and the two from Warner Books make up almost 30% of the nonfiction list.

The excessive influence of the broadcast medium and Hollywood can also be noted in the top 25 nonfiction books. *Frugal Gourmet* Jeff Smith's popularity was certainly enhanced by his ongoing PBS television series; Carl Sagan's *Cosmos* was helped by his 13-part PBS series; Lee Iacocca's TV ad spots for Chrysler raised his public visibility; as did Erma Bombeck's humorous spots on *Good Morning America*; and Bill Cosby's books were catapulted onto the national charts by his leading television sitcom.

The Top 25 of the '80s: Nonfiction Bestsellers

1. Iacocca: An Autobiography. Lee Iacocca with William Novak (Bantam, 1984); 2,572,000

2. Fatherhood. Bill Cosby (Doubleday/Dolphin, 1986); 2,335,000

3. The 8-Week Cholesterol Cure. Robert E. Kowalski (Harper & Row, 1987); 2,250,000

4. Fit for Life. Harvey and Marilyn Diamond (Warner Books, 1985); 2,023,000

5. In Search of Excellence: Lessons from America's Best-Run Companies. Thomas J. Peters and Robert H. Waterman Jr. (Harper & Row, 1982); 1,375,000

6. All I Really Need to Know I Learned in Kindergarten. Robert Fulghum (Villard, 1988); 1,280,000

***7. Jane Fonda's Workout Book.** Jane Fonda (Simon & Schuster, 1981)

***8. The Frugal Gourmet.** Jeff Smith (Morrow, 1985)

9. A Brief History of Time. Stephen W. Hawking (Bantam Books, 1988); 1,130,000

***10. Yeager: An Autobiography.** General Chuck Yeager and Leo Janos (Bantam, 1985)

***11. Nothing Down.** Robert Allen (Simon & Schuster, 1980)

***12. Time Flies.** Bill Cosby (Doubleday/Dolphin, 1987)

13. A Day in the Life of America. Rick Smolan and David Cohen (Collins Publishers, 1986); 960,000

14. Cosmos. Carl Sagan (Random House, 1980); 887,462

15. The Frugal Gourmet Cooks with Wine. Jeff Smith (Morrow, 1987); 860,963

***16. The Rotation Diet.** Martin Katahn (Norton, 1986)

17. Motherhood: The Second Oldest Profession. Erma Bombeck (McGraw-Hill, 1983); 846,000

18. Trump: The Art of the Deal. Donald W. Trump with Tony Schwartz (Random House, 1987); 835,091

19. Loving Each Other. Leo Buscaglia (Slack/Holt, Rinehart and Winston, 1984); 830,587

***20. His Way: The Unauthorized Biography of Frank Sinatra.** Kitty Kelley (Bantam, 1986)

21. Elvis and Me. Priscilla Bieulieu Presley with Sandra Harmon (Putnam, 1985); 810,199

22. Spycatcher: The Candid Autobiography of a Senior Intelligence Officer. Peter Wright with Paul Greengrass (Viking, 1987); 800,000

***23. The One Minute Manager.** Spencer Johnson with Kenneth Blanchard (Morrow, 1982)

24. Megatrends: Ten New Directions Transforming Our Lives. John Naisbitt (Warner Books, 1982); 762,000

***25. Talking Straight.** Lee Iacocca with Sonny Kleinfeld (Bantam Books, 1988)

* Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on the list.

Harper & Row scored an unexpected hit with *In Search of Excellence*, the top nonfiction bestseller of 1983. The title wasn't figured for bestsellerdom; it was published the previous year with a mere 8100-copy first printing. Another sleeper was *A Brief History of Time*; Bantam first issued the book by wheelchair-bound Cambridge physicist Stephen Hawking, who communicates via a computerized voice synthesizer (the author suffers from ALS), with a 50,000-copy first printing.

And politics, specifically the British Parliament's banning of *Spycatcher*, the memoir by the former assistant director of the British secret service, again helped the sales of a book. Americans and Britons flocked to U.S. bookstores to purchase a title available only on this side of the Atlantic.

Other Megasellers

A few books not included on our adult hardcover lists deserve special mention, particularly two children's titles with sales of over one million—Chris Van Allsburg's *The Polar Express* (Houghton Mifflin, 1,166,000) and Shel Silverstein's *The Light in the Attic* (Harper & Row, 2,015,181). Also, two hardcover movie tie-ins hit the million mark during the '80s—*E.T.: The Extra-Terrestrial Storybook* by William Kotzwinkle (Putnam) and *Return of the Jedi Storybook*, adapted by Joan D. Vinge (Random).

The list does not include dictionaries, but if it had, the #1 spot would have been claimed by Merriam Webster's *Webster's Ninth New Collegiate Dictionary*, with sales of more than 6.4 million since its release in 1983. One of the all-time bestselling hardcovers, *Better Homes & Gardens New Cook Book*, was revised heavily twice during the '80s—in '81 and '89—by Meredith. Sales of the 1981 edition passed the three-million mark during the decade. ☐

Longest-Running Hardcover Bestsellers for 1989

The books on these *PW* hardcover and paperback bestseller lists are those that lasted longest on our regular weekly bestseller lists in 1989. The list of hardcover fiction and nonfiction titles does not necessarily reflect the year's bestselling hardcover books in terms of actual sales. Often titles that achieve bestsellerdom in the last few months of the year will have the highest rate of sales because of holiday purchases. The 1989 list of longest-running bestsellers include 15 fiction titles and 17 nonfiction titles. Last year, only nine nonfiction books enjoyed a run of 15 or more weeks.

FICTION

	FICTION	#Wks. on '89 List	#Wks. on '88 List
1	**The Joy Luck Club.** Amy Tan. Putnam (3/89; $18.95).	35	-
2	* **The Satanic Verses.** Salman Rushdie. Viking (2/89; $19.95).	25	-
3	* **While My Pretty One Sleeps.** Mary Higgins Clark. Simon & Schuster (5/89; $19.95).	21	-
4	* **Star.** Danielle Steel. Delacorte (3/89; $19.95)	20	-
	The Temple of My Familiar. Alice Walker. Harcourt Brace Jovanovich (5/89; $19.95)	20	-
	* **The Russia House.** John le Carré. Knopf (6/89; $19.95).	20	-
5	**The Cardinal of the Kremlin.** Tom Clancy. Putnam (7/88; $19.95)	19	20
	The Negotiator. Frederick Forsyth. Bantam (4/89; $19.95)	19	-
	Red Phoenix. Larry Bond. Warner (6/89; $19.95)	19	-
6	* **The Sands of Time.** Sidney Sheldon. Morrow (10/88; $19.95).	17	5
	A Prayer for Owen Meany. John Irving. Morrow (3/89; $19.95)	17	-
7	**Breathing Lessons.** Anne Tyler. Knopf (8/88; $18.95).	16	13
	Mutation. Robin Cook. Putnam (1/89; $18.95)	16	-
	* **Polar Star.** Martin Cruz Smith. Random House (7/89; $19.95)	16	-
	* **Clear and Present Danger.** Tom Clancy. Putnam (8/89; $21.95)	16	-

NONFICTION

	NONFICTION	#Wks on '89 List	#Wks on '88 List
1	* **All I Really Need to Know I Learned in Kindergarten.** Robert Fulghum. Villard Books (10/88; $15.95).	51	7
2	**A Brief History of Time.** Stephen W. Hawking. Bantam (4/88; $18.95).	49	35
3	* **Wealth Without Risk.** Charles Givens. Simon & Schuster (12/88; $19.95).	48	-
4	**The 8-Week Cholesterol Cure, Revised Edition.** Robert Kowalski. Harper & Row (3/87; $19.95).	34	49
5	**The T-Factor Diet.** Martin Katahn. Norton (4/89; $18.95).	29	-
6	* **It's Always Something.** Gilda Radner. Simon & Schuster (6/89; $17.95).	22	-
7	**The Way Things Work.** David Macaulay. Houghton Mifflin (10/88; $24.95).	21	4
	* **A Woman Named Jackie.** C. David Heymann. Lyle Stuart Book/Carol Publishing Group (5/89; $21.95)	21	-
8	**Leadership Secrets of Attila the Hun.** Wess Roberts. Warner (3/89; $16.95).	17	-
9	**Peace, Love and Healing.** Bernie S. Siegel. Harper & Row (6/89; $18.95).	16	-
	The Good Times. Russell Baker. Morrow (6/89; $19.95)	16	-
	Love and Marriage. Bill Cosby. Doubleday (4/89; $16.95)	16	-
	* **Blind Faith.** Joe McGinniss. Putnam (1/89; $19.95)	16	-
10	* **Gracie: A Love Story.** George Burns. Putnam (11/88; $16.95).	15	5
	The Summer of '49. David Halberstam. Morrow (5/89; $21.95)	15	-
	It Was on Fire When I Lay Down on It. Robert Fulghum. Villard Books (9/89; $17.95)	15	-
	Among Schoolchildren. Tracy Kidder. Houghton Mifflin (9/89; $19.95)	15	-

* These titles achieved the #1 spot during their 1989 presence on *PW*'s Bestseller List.

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Longest-Running Paperback Bestsellers for 1989

As in previous years reprints of hardcover bestsellers dominated the mass market list, while humor continued to be the most popular category on the trade list. This year also welcomed many more quality works of fiction on the trade side. Fewer mass market and trade paper titles made the longest running list this year—19 compared to 25 in 1988 and 20 compared with 21 for the same year. *The Road Less Traveled* makes its sixth appearance on these lists.

MASS MARKET

		#Wks. on '89 List	#Wks. on '88 List
1	* **The Shell Seekers.** Rosamunde Pilcher. Dell (2/89; $4.95).	43	–
2	* **The Bonfire of the Vanities.** Tom Wolfe. Bantam (11/88; $5.95).	26	4
3	* **Cardinal of the Kremlin.** Tom Clancy. Berkley (8/89; $5.95).	18	–
4	**The Silence of the Lambs.** Thomas Harris. St. Martin's Press (5/89; $5.95).	16	–
5	**Bitter Blood.** Jerry Bledsoe. NAL/Onyx (4/89; $4.95).	14	–
6	* **The Icarus Agenda.** Robert Ludlum. Bantam (8/89; $5.95).	13	–
	* **Trevayne.** Robert Ludlum. Bantam (8/89; $5.95).	13	–
7	* **Zoya.** Danielle Steel. Dell (7/89; $5.95).	12	–
	She Who Remembers. Linda L. Shuler. NAL/Signet (8/89; $4.95).	12	–
	* **Breathing Lessons.** Anne Tyler. Berkley (10/89; $5.50).	12	–
8	* **Lonesome Dove.** Larry McMurtry. Pocket Books (2/89; $4.95).	11	13
	Swim with the Sharks Without Being Eaten Alive. Harvey Mackay. Ivy Books (3/89; $4.95).	11	–
	Doctors. Erich Segal. Bantam (8/89; $5.95).	11	–
9	* **Trump: The Art of the Deal.** Donald Trump and Tony Schwartz. Warner Books (1/89; $5.95).	10	–
	** **The Accidental Tourist.** Anne Tyler. Berkley (1/89; $4.95).	10	–
	Inheritance. Judith Michael. Pocket Books (2/89; $5.50).	10	–
	* **Gates of Paradise.** V. C. Andrews. Pocket Books (6/89; $5.50).	10	–
	Till We Meet Again. Judith Krantz. Bantam (6/89; $5.95).	10	–
	Senatorial Privilege: The Chappaquidick Cover-Up. Leo Damore. Dell (7/89; $4.95).	10	–

TRADE

		#Wks on '89 List	#Wks on '88 List
1	* **Codependent No More.** Melody Beattie. H & R/Hazelden (5/87; $8.95).	49	36
2	**The Road Less Traveled.** M. Scott Peck. Touchstone/S & S (1983; $9.95).	43	50
3	* **Yukon Ho!** Bill Watterson. Andrews & McMeel (4/89; $6.95).	35	–
4	**Love in the Time of Cholera.** Gabriel García Márquez. Penguin (4/89; $8.95).	29	–
5	* **Love, Medicine & Miracles.** Bernie S. Siegel. H & R/Perennial (6/88: $8.95).	23	27
	* **The Dark Tower II: The Drawing of the Three.** Stephen King. NAL/Plume (3/89; $12.95).	23	–
	Beyond Codependency and Getting Better All the Time. Melody Beattie. H & R/Hazelden (5/89; $9.95).	23	–
6	* **The Essential Calvin & Hobbes.** Bill Watterson. Andrews & McMeel (10/88; $12.95).	18	–
7	**Beloved.** Toni Morrison. NAL/Plume (9/88: $8.95).	17	–
8	**The Mummy or Ramses the Damned.** Anne Rice. Ballantine (6/89; $11.95).	16	–
9	* **The Night of the Mary Kay Commandos.** Berke Breathed. Little, Brown (9/89; $7.95).	15	–
10	**Wild Life Preserves: A Far Side Collection.** Gary Larson. Andrews & McMeel (5/89; $5.95).	14	–
11	**Chaos: Making A New Science.** James Gleick. Penguin (2/89; $9.95).	13	–
12	* **The Arthur Young Tax Guide 1989.** Peter W. Bernstein. Ballantine (1/89; $11.95).	12	–
	* **So Worthy My Love.** Kathleen E. Woodiwiss. Avon (10/89; $10.95).	12	–
13	**The Power of Myth.** Joseph Campbell. Doubleday (5/88; $19.95).	11	20
	Paris Trout. Pete Dexter. Penguin (8/89; $7.95).	11	–
	* **The Calvin and Hobbes Lazy Sunday Book.** Bill Watterson. Andrews & McMeel (10/89; $9.95).	11	–
	* **The PreHistory of the Far Side.** Gary Larson. Andrews & McMeel (10/89; $12.95).	11	–
14	**Garfield Chews the Fat.** Jim Davis. Ballantine (3/89; $6.95).	10	–

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* These titles achieved the #1 spot during their 1989 presence on *PW*'s Bestseller list.

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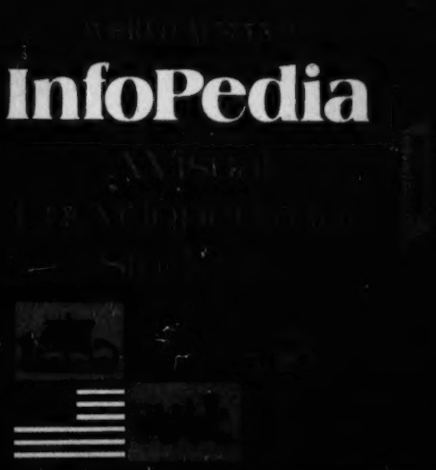

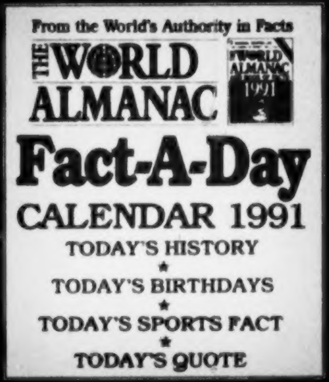
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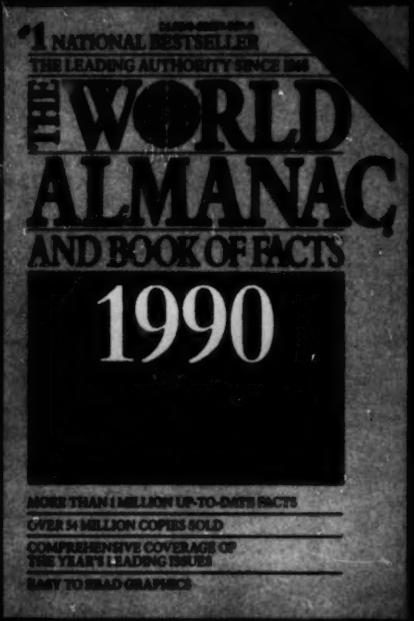
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THE KINSEY INSTITUTE REPORT ON SEX
Important Answers to Today's Questions
by June M. Reinisch, Ph.D. with Ruth Beasley, M.L.S.

The 1980s saw the aftermath of the sexual revolution. They were years of virtual panic over sexually transmitted diseases ranging from herpes to AIDS, of new fertility options, of the baby boomer generation looking for guidance on all aspects of sex.

Combining text with questions and answers, sidebars, charts, over 50 line drawings, diagrams and illustrations, ***The Kinsey Institute Report on Sex*** covers all aspects of human sexuality: reproduction, contraception, infertility, puberty, aging, sexually transmitted diseases, sexual behavior and homosexuality.

The Kinsey Institute Report on Sex also unveils and analyzes for the first time the results of a new Kinsey-Roper Poll on the sexual literacy of Americans. The poll's astonishing results define the need for the information revealed in this book.

June Reinisch, Ph.D., has been director of The Kinsey Institute for Research in Sex, Gender, and Reproduction in Bloomington, Indiana, since 1982. Her federally funded research projects and The Kinsey Report syndicated newspaper column have received worldwide attention. ***The Kinsey Institute Report on Sex*** is an important, in-depth book about sex, gender and reproduction for the '90s.

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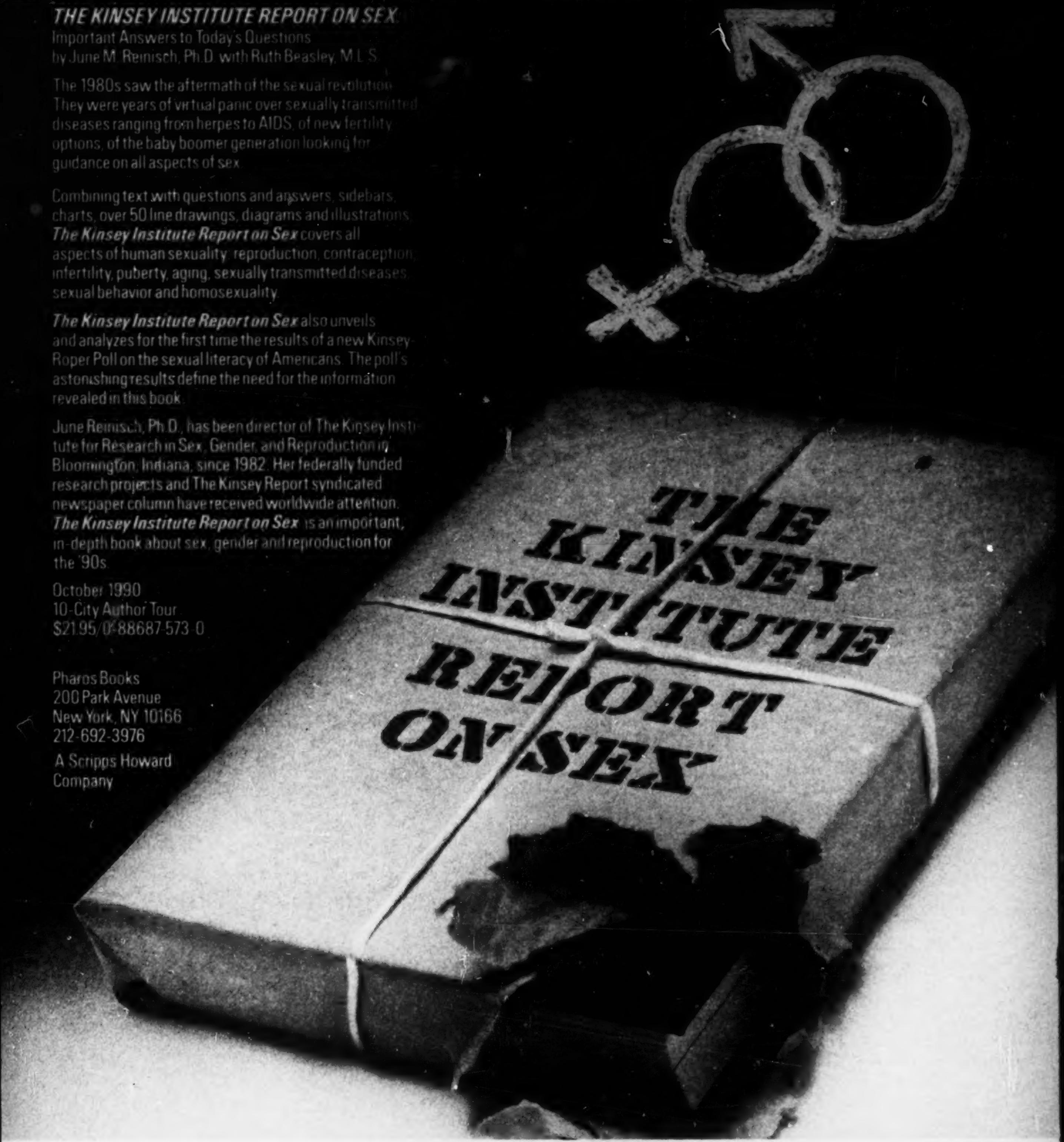

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500 Applaud Winners of 'Nibbies' At Gala British Awards Ceremony

A new word entered the British book trade vocabulary January 18 when a series of "Nibbies" were handed out during the gala British Book Awards evening organized by the trade weekly *Publishing News*, which is celebrating its 10th anniversary.

The trophies, gilt statuettes in the shape of a pen nib, were sponsored by three printers (BPCC Hazell Books, MacLehose & Partners and Tien Wah Press of Singapore), the Reader's Digest, the Hatchards bookstore group, the new monthly *European Bookseller* and KPMG Peat Marwick McLintock, accountants and management consultants. Attendees at the black-tie dinner, held at London's Park Lane Hotel, paid £45 per head, with profits going to the trade charity Book Trust.

The event attracted 500 people from all areas of the industry and their guests, including government ministers. Among guests were topselling authors Jeffrey Archer, Sally Beauman, Frederick Forsyth and Michael Palin—and Random House's new CEO Alberto Vitale, whose name drew a loud cheer when included in a list of celebrities read out by the master of ceremonies, Patrick Lichfield.

Archer was one of the stars who presented prizes, along with Jilly Cooper, P. D. James, travel writer Colin Thubron and Kaye Webb, presiding genius for many years of Puffin Books, who presented the Children's Author of the Year Nibbie to Roald Dahl.

Surprise Author

The surprise Author of the Year, chosen by booksellers, was Prince Charles, whose *A Vision of Britain* (Doubleday) has helped to keep the cash registers ringing at a time when book sales are generally sluggish. Publisher of the Year went to Faber; Most Promising Newcomer to Bryce Courtenay, author of *The Power of One* (Heinemann); Book Promotion to Sphere for Ben Elton's *Stark;* Travel Writer to Peter Mayle for *A Year in Provence* (Hamish Hamilton); and Book Jacket to Virago for the Virago Crime Series. The Bookseller award was divided into two categories: Waterstone's Edinburgh outlet was voted top chain bookstore and Alison's in Bolton top independent.

On what was mainly a light-hearted evening, Faber editorial director Robert McCrum sounded a more serious note by saying, to applause, that with no disrespect to Prince Charles, Salman Rushdie must be viewed as author of the year, and by reminding guests of the more heartening fact that one Faber author, imprisoned just a year ago, Václav Havel, was not only free but president of his country.

—VIVIENNE MENKES

. . . Vantage

that more than 76% of its books appeared in only 5.1 bookstores and many books only in one or none. Jacobs also cited "shockingly low sales figures," about 150 to 300 copies per book, all generated by the authors' efforts and not the publisher's.

Vantage, Jacobs writes, routinely cancels the contracts of its authors after two years, even canceling the contracts of books that sell well. Jacobs also cites bookstore antipathy toward Vantage, due to its lack of sales representatives and its small printings of 400–500 copies (50 go to the author), because of which Vantage titles are "perennially out of stock." Jacobs notes that Vantage, "contrary to the practices of every publisher I have ever known about, maintains no 'backlist,'" its catalogue containing only a list of current titles.

—CALVIN REID

Stone Is Addison-Wesley CEO

Warren R. Stone, vice-chairman and chief operating officer, has been named chief executive officer of Addison-Wesley. The announcement was made by Donald R. Hammonds, who has been CEO since 1979. Hammonds, 62, will remain chairman, devoting most of his time to long-range planning, general corporate development and acquisitions.

Stone, 57, joined Addison-Wesley in 1973 and has held a number of positions, including responsibility for the international publishing group and the general publishing division. Stone was appointed COO in 1988. Before joining Addison-Wesley he was associated with Little, Brown in its college publishing division.

Defense Secretary Joins Speakers At AAP Annual Meeting

A list of speakers already long with high-ranking federal officials got longer when Defense Secretary Richard B. Cheney agreed to speak at the Association of American Publishers' annual meeting in Washington, D.C.

Cheney will be the luncheon speaker on March 30, on the last day of the three-day meeting. Cheney's department is expected to come under budgetary siege this year because of the improved outlook in the Eastern Bloc and a clamor for funds for endangered domestic programs, such as education and library support.

Tom Foley (D., Wash.) speaker of the House of Representatives, already had been announced as a speaker at a luncheon at the Capitol. Also speaking will be U.S. Trade Representative Carla Hills, Postmaster General Anthony Frank, Nikolai Yefimov, chairman of the Soviet State Committee on Publishing, and a group of Washington journalists.

—HOWARD FIELDS

AAP Sales Report for November

Category	% change, November*	% change, YTD
Adult hardcover	91.1	21.8
Adult paperback	24.8	16.9
Juvenile hardcover	18.4	18.8
Juvenile paperback	-2.7	32.5
Univ. pr. hardcover	7.2	15.0
Univ. pr. paperback	38.6	17.1
Bibles, etc.	7.7	9.7
Mass market paperback	50.4	10.8
Book club	0.2	3.1
Mail order	16.0	18.1
Sci-tech	4.6	4.0
College texts	7.5	7.8
School texts	2.9	11.7

**Percent changes measured against same time periods, 1988.*

Gardening Books: Still Blooming
White Pine: Expanding from Poetry • A New Voice from Indonesia
Wall Street Looks at Professional Publishing

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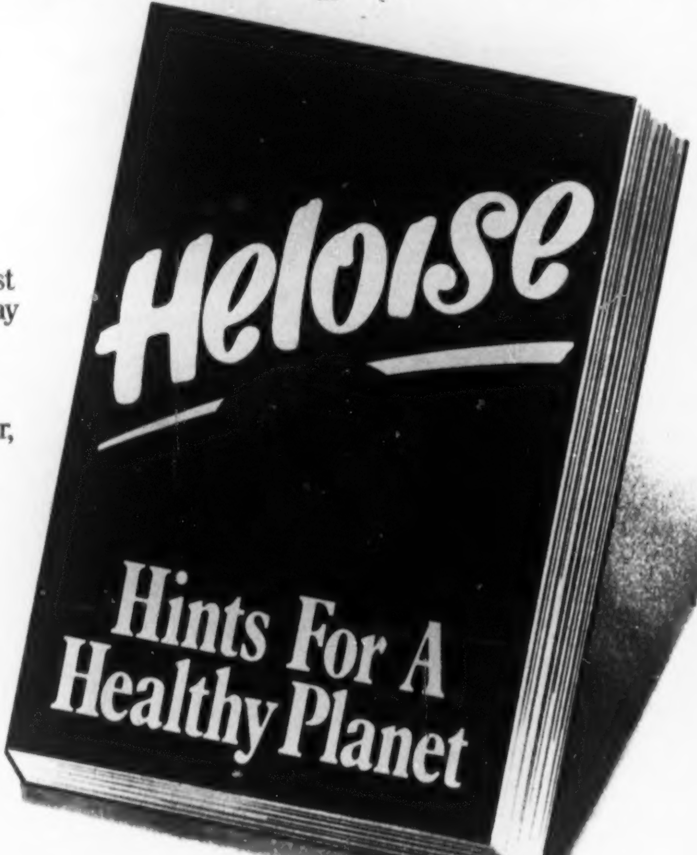

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By Robert Dahlin

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PROFESSIONAL PUBLISHING

EDITED BY GAYLE FELDMAN

The View from Wall Street

How one investment banker gauges the professional publishing scene

Given recent signs of gloom and doom visible in trade publishing—and the economy generally—and a year when AAP statistics showed professional publishing revenues down 0.5% through August (they rebounded in September and October, and increased only slightly in November), PW *thought it was time to examine the PSP scene from the financial perspective. We asked Richard Witmer, a partner in the corporate finance department of investment bankers Brown Brothers Harriman & Co., to walk us down Wall Street. He has provided us with a table showing the recent major deals ($50 million+).*

PW: How do you compare the professional with the trade publishing scene of late?

Witmer: Let me widen the scope of the question. Since many purchasers of professional publishing concerns also buy business information companies, it's interesting to look at the major PSP deals in conjunction with information company transactions [see Table below, particularly the last column]. From an investment perspective, there are more similarities between those two types of companies than between professional and trade publishing companies. Over the last 10 years, the radically different economic characteristics of trade and professional publishing companies have become more widely appreciated.

PW: What are those differences?

Witmer: First of all, professional publishing offers higher profit margins. Second, there's lower risk in terms of product development; although publishers may have to invest heavily to develop electronic databases, they don't have to pay huge author advances. They create materials for an identifiable audience, and can often test ideas in the marketplace before investing to develop the product.

A third positive factor is that professional publishing often has more favorable cash flow, due to income from subscription products; lower working capital requirements; and lower inventory levels relative to sales in general. Fourth, there is greater flexibility in pricing, since the information professional publishers convey is frequently perceived by users as absolutely vital to their work, and is generally paid for by their employers.

PW: How would you characterize the deals themselves?

Witmer: In terms of price-to-value measures, acquisition prices for professional publishers who hold leading positions in growing markets have reached levels unimaginable as recently as five years ago. On average, multiples of revenues used to hover around two; now they average four. A confluence of related factors, including the decline in corporate income tax and interest rates, and the increase in market price/earnings ratios, has fueled this price appreciation.

More importantly, perhaps, acquirers have become much more aggressive in terms of realizing economies, which they now plan in advance of the purchase and carry through much more quickly than they did in the past. Another important factor I touched on earlier is the more widespread appreciation of the favorable economics of professional publishing.

PW: Do you expect that acquisition price tags will remain expensive, or

Major Acquisitions ($50+ Million) of U.S. Professional Publishers And Business Information Services - January 1, 1987—Present

Month Announced	Acquirer	Acquiree	Purchase Price ($ millions)	Multiple of Revenues
1987				
March	News Corp. Ltd.	Harper & Row	$284.0	1.4
1988				
February	Dun & Bradstreet Corp.	I.M.S. International Inc.	1590.0	3.7
June	Saatchi & Saatchi	Gartner Group Inc.	90.3	2.3
July	Knight-Ridder	Dialog Information Services Inc.	353.0	3.6
July	Maxwell Communication	Macmillan Inc.	2640.0	2.8
October	Maxwell Communication	Official Airline Guides Inc.	750.0	4.2
December	Mead Corp.	Michie Co.	226.5	6.6
1989				
May	International Thomson	Lawyers Cooperative Publishing Co.	810.0	4.1
May	Reed International	Travel Information Group of News Corp.	825.0	5.7
July	Axel Springer Verlag AG	Medical Tribune Group	50.0[1]	NA
November	Reed International	Martindale-Hubbell Inc.	303.7	7.6
November	Southam Inc.	R.S. Means Inc.	52.0	3.7

[1] *Estimated.*

Courtesy Brown Brothers Harriman & Co.

might they start declining in the near future?

Witmer: Some acquirers are licking their wounds for having overpaid, but since so much consolidation has already taken place in the industry, there are no more than a dozen major PSP companies that are not in some sort of "permanent" ownership. By the latter I mean under the umbrella of organizations like Reed, Maxwell and Thomson. The dozen companies still being generally targeted are either closely held or owned by corporations that lack the critical mass in those particular fields to be successful over the long haul.

To illustrate, let's look at a deal that's already history. ITT owned Michie, but didn't have enough of a presence in legal publishing to make the most of it. The company was sold to Macmillan, which was able to make more out of it. But there came a time when Robert Maxwell presumably thought that he couldn't realize Michie's full potential, either. He sold it to Mead, an organization that has the kinds of databases that could maximize Michie's value. I would say, as a general observation, that companies are moving to the acquirers who can make the most out of them financially.

Simultaneously, the organizations that can offer "permanent" ownership and supply the critical mass are limited to a half dozen or so, all roughly committed to the same acquisitions strategy. With a strong and continuing demand and a shrinking number of companies on the supply side, acquirers develop a "once in a lifetime" outlook. They also clearly do not want a good company to fall into the hands of a competitor. Furthermore, foreign corporations, like Bertelsmann, Reed and Thomson, are constrained by antitrust legislation or a limited market at home, and so the U.S. has become their market of choice. All that combined has resulted in a feeding frenzy. Whereas companies used to be cultivated by purchasers who wanted to buy them in private deals, that now only happens with smaller firms; above $50 million, price is the operative factor.

I don't think there is great scope for prices to go up much beyond the present scale, but assuming interest rates remain at current levels and no significant deterioration in business fundamentals, I certainly don't see them coming down for the foreseeable future.

'I don't think there is great scope for prices to go up much beyond the present scale . . .'

PW: What are the prospects for the few medium-sized independent companies that are left, such as Wiley, for example?

Witmer: If you have a leading position in a niche market or markets, you can still do quite well if a company is well-managed. Nevertheless, you will never be able to generate for shareholders a figure comparable to the money they would receive if the company were sold, or if the house formed a strategic alliance with another. In the elhi sector, that's exactly what McGraw-Hill and Macmillan have done. Smaller companies, if they are well-managed and well-targeted, will continue to command good profit levels. With the smallest, niche companies, considerable consolidation is taking place, as these firms are being bought and folded into larger concerns. But there's still a lot of potential for niche start-ups.

PW: Finally, how do you differentiate the outlook for the various sectors of PSP publishing?

Witmer: The highest subscription renewal rates are in science; with the decline in library budgets, more money is being shifted to periodicals. Legal publishing is also booming, with the growing number of large law firms that have correspondingly large amounts of money to spend on publications. The legal sector seems to have more growth potential than medical publishing, although well-run medical publishers can still turn in good profits. ☐

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Children's Books for Spring

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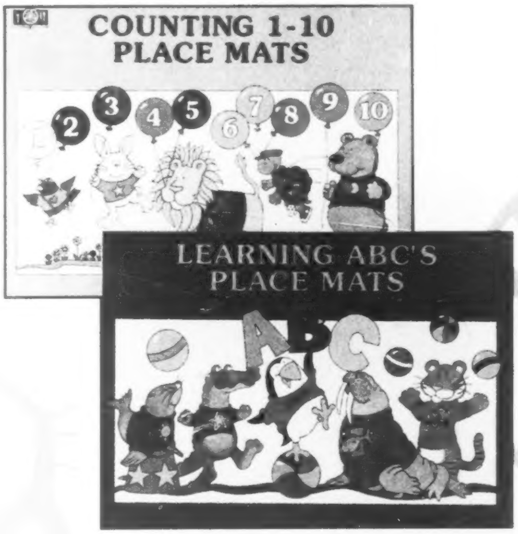

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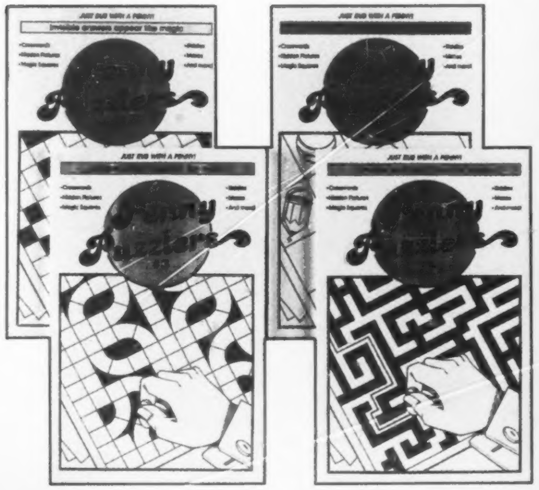

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AAP Sales Report for December

Category	% change, December*	% change, YTD
Adult hardcover	67.5	27.5
Adult paperback	20.6	16.5
Juvenile hardcover	14.6	20.0
Juvenile paperback	54.6	36.3
Univ. pr. hardcover	16.0	13.0
Univ. pr. paperback	8.8	17.7
Bibles, etc.	2.7	8.7
Mass market paperback	45.7	8.9
Book club	-8.1	2.0
Mail order	-1.8	16.7
Sci-tech	10.7	7.7
College texts	7.0	7.5
School texts	6.2	11.4

**Changes measured in dollar sales against same time periods, 1988.*

Willa Perlman Leaves HBJ Children's Division

Willa Perlman, director of the children's books division at Harcourt Brace Jovanovich, has left her position, citing personal reasons. Perlman, who joined the company as marketing assistant in 1982, has been director of the division since 1987; before that she served as director of HBJ's trade publicity and advertising department.

"My leaving is not related in any way to HBJ or its policies," Perlman said. "In the last two and a half years, I've been given the opportunity to double the children's division's size and triple its output. It's been a phenomenal experience."

Rubin Pfeffer, v-p and managing director of the trade department, has named Louise Howton acting director of the children's division; Howton will continue in her capacity as marketing director for the division. —DIANE ROBACK

Viking's Meyer Moves to S & S

Victoria Meyer, director of publicity at Viking Penguin since 1978, has been named vice-president and director of publicity for the Simon & Schuster trade division effective March 12.

Jack McKeown, vice-president and publisher of the S & S trade division, said, "Victoria brings tremendous depth of experience to this important post. She is held with the highest regard in the industry and we are delighted that she is joining our team."

Joyce Ravid

Meyer joined Viking in 1975 after serving as associate director of publicity for Farrar, Straus & Giroux and before that as assistant director of publicity for Praeger. At Viking she worked with Stephen King and Garrison Keillor and was instrumental in the promotion of such books as the *White Hotel* by D. H. Thomas and *Ironweed* by William Kennedy.

Tucson Meeting Considers Rewards Of Special Interest Publishing

How do you make money in book publishing today? The answer is simple, according to a man who has been doing it for the past 18 years: Narrow your focus.

Gary Moselle, whose company started with one book and now has sales of $2.5 million, was keynote speaker at the first Arizona Book Publishing Conference. Sponsored by the Tucson Book Publishing Association, the day-long meeting in Tucson, January 13, drew 200 people to attend panel meetings, take part in roundtable discussions, and examine vendor exhibits—as well as to hear Moselle relate his family success story.

Thirty-seven years ago, during a lull in the Southern California construction industry, his father, Merritt Moselle, put together the notes he had accumulated during his successful housebuilding career. The result was a 600-page compendium, *The California Home Estimator*. Now called *The National Construction Estimator*, the book is in its 38th edition, is carried in 2000 bookstores and has sold 500,000 copies. And the Craftsman Book Company of Carlsbad, Calif., today headed by Gary Moselle, a Vietnam veteran with a law degree from the University of California, has 20 employees and a catalogue of 70 titles, all aimed at the construction industry.

Craftsman's experience has convinced Moselle that "if you can find 50,000 with a common interest in almost anything, you can make money publishing a book for them." Some call this niche publishing, but Moselle prefers special interest publishing, or SIP.

He identified five developments that aid SIP. Large publishers are merging, consolidating their lists and not serving the small markets. Printing has become so efficient that short runs are cost effective. The basic publishing machine has been perfected: the computer. Small press books are using better art and graphics. And fragmenting markets are increasing.

To avoid the high discounts demanded by chains and wholesalers, Moselle recommended that publishers sell their own books by direct mail. For every advertising dollar, he cautioned, three should come back, although "if you are building a mailing list, you can get away with two for one."

You need not have the book in hand—just an idea and a target market, Moselle said. Find the periodicals already working the market, buy advertising incorporating a coupon or check box, and ask prospective buyers to send no money but return the coupon if they would buy the book. If you spend $1000 in advertising and get back $3000 in orders, publishing is worth the risk.

The Tucson Book Publishing Association was formed early in 1988 by a small group of publishers, printers, agents, book packagers and graphic artists, and has grown to 54 members.

Association members include John Fisher, who started HP Books with a trade paperback on crockpot cookery. Another member is Ron Weintraub of Communications Skill Builders, which Moselle called one of the country's leading SIPs. It sells books and booklets on everything from *Adaptive Toilet Training for Children Who Have Cerebral Palsy* ($1) to *Therapeutic Crosswords for Adults* ($11.95).

The Tucson group is part of a booming industry and Moselle offered some astonishing figures to prove it. In 1947, 347 publishers released something under 8000 titles. In 1988, 21,000 publishers issued 90,000 titles. —J.C. MARTIN

Martin is the book editor of the Arizona Daily Star.

Annual Summary: 1989 Titles, Prices, Bestsellers, Awards
Better 'Read' Than Dead?: The Bestsellers That Weren't

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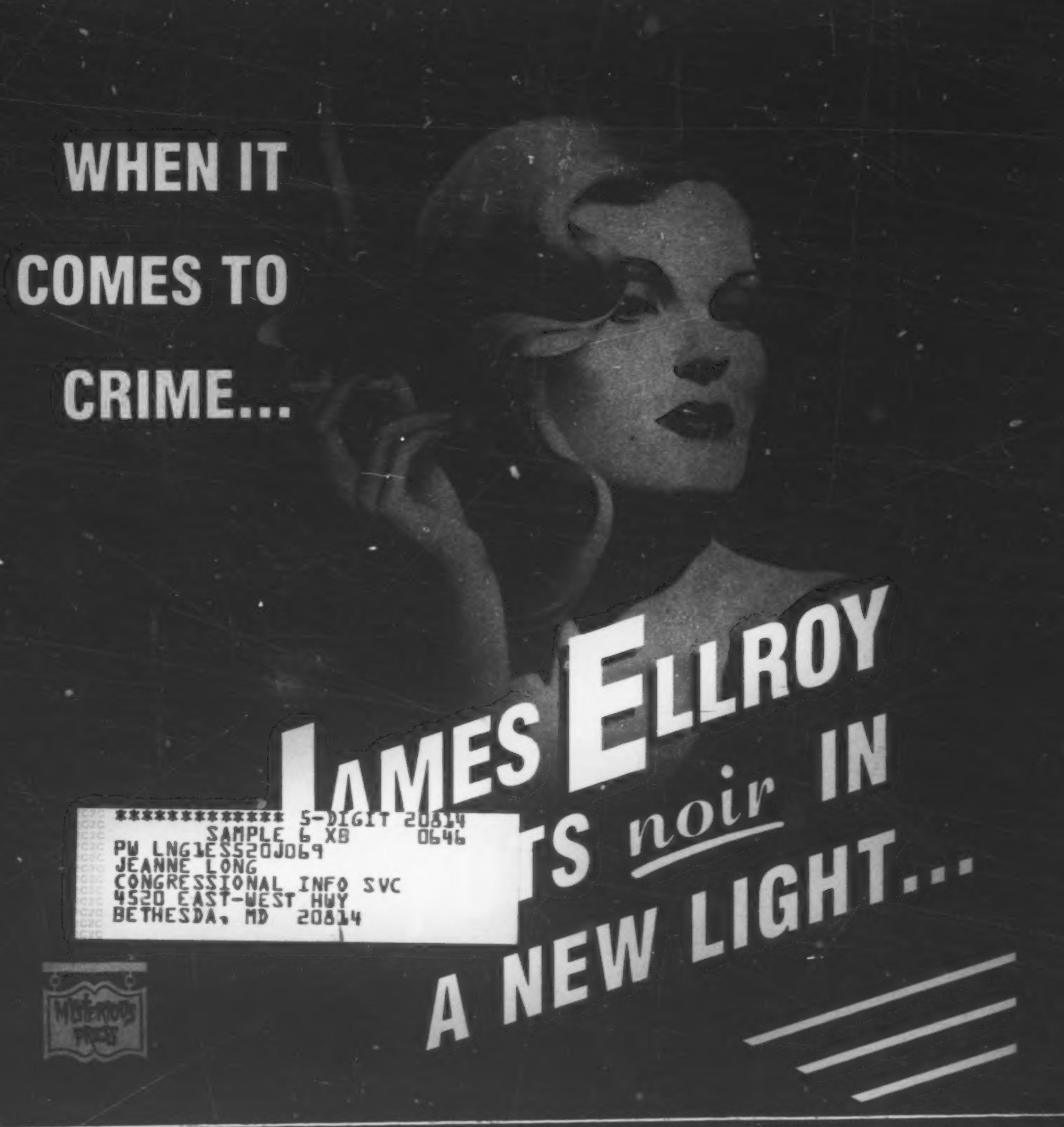
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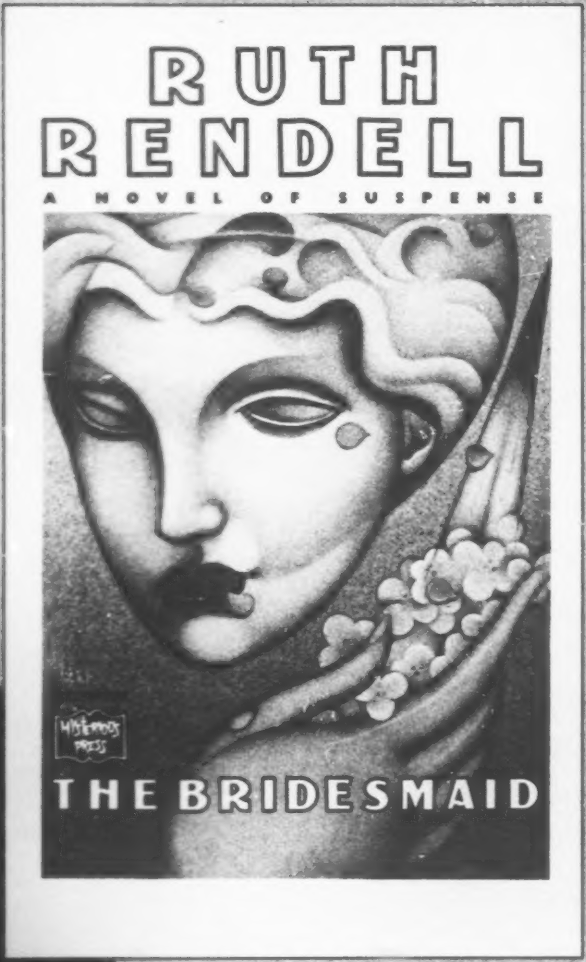

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Rodale in Soviet Joint Venture

Rodale Press has entered into a long-term joint venture with the Soviet Union, primarily to publish magazines and books. Its partners are Vneshtorgizdat, the publishing house of the Soviet Ministry of Foreign Trade, and the 50th Anniversary of the October Revolution State Farm, an operation of about 2500 acres located 40 miles east of Moscow.

The joint venture, known as PTS (for Periodicals, Trading and Service) will explore a variety of publishing opportunities. Its first is the *New Farmer*, a bimonthly magazine to bow in the fall with a distribution of 200,000 copies, for which Rodale will handle the sale of advertising to U.S. firms.

The first PTS business venture, aimed at generating hard currency needed to buy paper and to print the magazine and possible Russian-language editions of Rodale books, will be a meat-processing plant at the state farm. Rodale will provide about $250,000 to purchase the needed machinery.

Early Report Shows Book Sales Rose 10.9% in 1989

A preliminary report shows that book sales in 1989 rose 10.9% to $14,665.2 billion from $13,229.1 billion in 1988, according to estimates by the Association of American Publishers.

Data on industry sales are normally not available until early summer and are included in the AAP Industry Statistics Report. To make the report more timely, the association asked the Statistical Service Center to prepare a preliminary study. The following is based on the December Monthly Sales Report along with other information gathered during the year.

Trade publishing sales as a whole increased 19.3%, with greatest gains made by juvenile paperbacks (22.6%) and adult hardbacks (21.8%)

AAP Preliminary Estimated Industry Sales 1988-1989

	Millions of Dollars 1988	1989	
	$	$	%chg from 88
Trade (Total)	3036.4	3623.5	19.3
Adult Hardbound	1433.0	1745.4	1.8
Adult Paperbound	852.2	976.6	14.6
Juvenile Hardbound	558.4	665.1	19.1
Juvenile Paperbound	192.8	236.4	22.6
Relgious (Total)	675.9	737.1	9.1
Bibles, Testaments, Hymnals & Prayerbooks	185.9	201.0	8.1
Other Religious	490.0	536.1	9.4
Professional (Total)	2411.9	2592.8	7.5
Business	446.0	*NA	*NA
Law	833.0	NA	NA
Medical, Technical, Scientific, & Other Professional	687.0	NA	NA
Book Clubs	690.2	704.0	2.0
Mail Order Publications	697.7	796.8	14.2
Mass Market Paperback Rack-Sized	1006.9	1094.5	8.7
University Presses	198.1	227.0	14.6
Elementary & Secondary Text	1783.8	1983.6	11.2
College Text	1716.8	1842.1	7.3
Standardized Tests	111.4	119.4	7.2
Subscription Reference	473.9	509.4	7.5
AV & Other Media (Total)	207.9	*NA	*NA
Elhi	166.7	NA	NA
College	15.0	NA	NA
Other	26.2	NA	NA
Other Sales	218.2	NA	NA
Total	13229.1	14665.2	10.9

*Not available at this time. Will be included in 1989 Industries statistics

UPS Rate Rise Cuts into Book Industry Margins

The United Parcel Service has raised rates for its domestic ground package service—the UPS service most frequently used by the book industry—an average of 4.4%. The increase is particularly important to companies that ship directly to customers, such as book clubs and bookstores with mail-order operations. The rate last rose in early 1989.

Ian Volner, a lawyer at Cohn & Marks, Washington, D.C., who acts as counsel on postal matters for the Association of American Publishers, summed up the rate rise's impact on the industry when he commented: "The [book] customer doesn't look at the difference between the price of a book as such and shipping and handling. He looks at the total cost of the book to him. Postage can cost as much as 10% or more of the total price of a product. At those levels, shipping costs become a problem. No one wants to pay $1.35 on a book that costs $10."

Several mail retailers and book retailers with mail-order operations with whom *PW* spoke focused mainly on the practical effects of the UPS rate raise. While saying, "of course, we never like the rates to go up," Rupert LeCraw, owner of Oxford Books, Atlanta, which has a large mail-order operation, commented: "We check to see how much mailings are actually costing us and adjust our mailing rate maybe once a year if it appears necessary." Oxford has a flat mailing rate of $2.50 for the first book ordered and 75¢ thereafter. For heavy books—weighing five pounds and more—Oxford charges an extra amount for shipping.

Capability's Books, Deer Park, Wis., a mail-order book supplier specializing in gardening titles, is "luckier than some" because its shipping charges on out-going books are "always based on the weight of the books," co-owner Paulette Rickard said. Capability's catalogue listings include the weight of the book, and current catalogue mail rates cover Postal Service costs. A $1.50 surcharge is added on customers who request UPS service.

Capability's is feeling the pinch of the UPS rate rise on incoming orders, however. Because the company is located in the center of the country and most publishers are on the two coasts, books shipped to Capability's via UPS use many zones, which increase the costs of books sent by publishers that don't pay for freight. More important, because the company tries to have a comprehensive selection of gardening books for its customers, it receives many "marginally profitable" books in small numbers—and there are few alternatives for shipping these titles other than UPS and the Postal Service, Rickard points out.

—JOHN MUTTER ☐

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THE YEAR IN SUMMARY

1989's Hardcover Bestsellers

More books with reported sales of over 100,000; celebrity names and veteran writers dominate the top spots

BY DAISY MARYLES

The end of 1989 saw a plethora of articles in the media on the serious problems publishers were facing due to over-zealous printings of big books that did not meet expectations in the marketplace. These books were soon to be returned to publishers in massive numbers, the stories stated, thus eradicating much of the profit. Often what fueled these high expectations were the huge advances paid to veteran and name authors. *PW*'s call to publishers for their list of hardcover bestsellers confirmed that 1989 was a watershed year in terms of the number of books shipped and billed.

Just two years ago, in 1987, the big news was that 52 novels passed the 100,000+ sales mark. Nice, but not even close to 1989's final tally—63 fiction books with sales over 100,000. And thanks to the mega-selling authors—Clancy, King and Steel—four novels went over the one-million mark. There were more 1989 novels with sales over the 200,000-copy mark—27 books achieved that standard, compared with the previous record of 25, set in 1988. The 150,000-copy record set that same year, 39 novels, was also superseded in 1989 when 41 novels went over that line.

The nonfiction numbers are equally impressive. While no title sold more than one million copies during 1989, two books that began their bestselling run in 1988—*A Brief History of Time* and *All I Really Need to Know I Learned in Kindergarten*—went over the million point in the course of the year. And 1988's record-breaking number of 76 books going over the 100,000-mark was eased out by two, with 78 books selling over 100,000 in 1989. In 1988, 12 of the top 15 nonfiction bestsellers sold over 300,000. A year later, seven books with sales of 300,000+ didn't even place among the top 15. The gains in the 200,000+ sales figure for nonfiction was also notable—33 titles in 1989, compared with 25 for 1988.

Sales figures for new hardcover children's titles were ahead too. In 1988, one book sold over 200,000 and nine titles enjoyed sales of 100,000+; in 1989, six books sold over 200,000 and 15 racked up sales of more than 100,000 (see page 44).

Brand Names Proliferate

There are few surprises among the books that make up the top 15 in fiction and nonfiction. The only new names in the fiction category among the top sellers are Salman Rushdie and Jimmy Stewart. Rushdie's position was secured by the unprecedented international attention generated by death threats from the Ayatollah Khomeini and his followers against the author, his publishers and the retailers selling the book. Stewart's poetry collection proves that a brand name can even boost sales of poetry, a category that almost never finds representation among the year's high rollers.

Only two debut novels can be counted among the 63 fiction titles with six-figure sales—Amy Tan's *The Joy Luck Club* and Allan Gurganus's *Oldest Living Confederate Widow Tells All*. You can stretch that number to three if you add singer Jimmy Buffett's collection of semi-autobiographical, semi-fictional reminiscences.

This year's collection of nonfiction bestsellers is the most predictable in years—cookbooks, biographies and autobiographies by well-known politicians and thespians, and bestsellers that began their successful track in the previous year. If you add a dollop of true crime, some Wall Street exposés and books by sports celebrities, you've characterized just about all the titles in the top 30 nonfiction category, and better than 75% of the 78 nonfiction books that reported sales of over 100,000 copies.

'Shipped and Billed' Figures

The books on *PW*'s annual bestseller lists, including all the runners-up, are based on sales figures supplied by publishers for new books published in 1988 and 1989. These figures, according to the publishers, reflect only 1989 U.S trade sales—that is, sales to bookstores, wholesalers and libraries. Publishers were specifically instructed not to include book club, overseas and direct-mail sales transactions in their figures. Some books appear in the listings without sales figures: these were submitted to *PW* in confidence, for use only in placing the titles in their correct position on a specific list.

"Sales," as used on these lists, refers to books shipped and billed in calendar year 1989. Publishers were asked to take into account returns made through February 1, 1990. In many cases, the 1989 sales figures include books still on bookstore and wholesaler shelves, books on the way back to the publishers' warehouses and/or books already stacking up on returns piles but not yet calculated.

All the top 15 fiction bestsellers were highly visible on weekly charts, as were the 15 runners-up. One nonfiction title among the top 15 nonfiction and four runners-up have yet to make it onto a weekly *PW* chart, though some have had brief runs on other lists. These include *Better Homes and Gardens New Cook Book*, the latest Weight Watchers title, *The 8-Week Cholesterol Cure Cookbook*, *Chronicle of America* and *Pete Rose*.

The Fiction Bestsellers

Certainly the most written about and talked about book of the year—perhaps of the decade—was Rushdie's *The Satanic Verses*, #6 with sales of 746,949. And although that figure would usually provide a tidy sum for both the author and publisher, in this case it does not begin to compensate for the author's having to live in hiding for over a year and has to be seen also in the context of the whopping security bills incurred by the publisher. The fact that *Satanic*'s sales far outdistanced any hardcover figures previously achieved by Rushdie can be seen as a reaction to the publicity, but also as a defiant gesture by consumers against the Iranian extremists.

No drama surrounds any of the other titles comprising the leading 1989 novels. In most cases, the other books are by veteran authors besting or at least equaling their previous sales records, thus putting them in the position of being able to demand even higher advances for future books. Stephen King, at #2 with *The Dark Half*, with his highest-ever annual sale, has already achieved the platinum contractual dream—a reputed $30–$40 million deal for his next four books.

Last year Tom Clancy took the lead for the first time on these year-end lists, beating out King, who had taken a brief hiatus. This year not a King or even two Steels could stop him from taking the coveted #1 spot, guaranteed by his sales of more than 1.6 million. That figure was also high enough to make *Clear and Present Danger*, in which all the sophisticated gadgetry and technology is devoted toward winning the war on drugs, the bestselling novel of the '80s.

Danielle Steel also had a stellar year, with two books going over the one-million mark, a remarkable feat and one not yet achieved by King or Clancy. *Daddy*, at #3, went over the 1.3 million mark, and *Star*, at #4, sold over one million. To date, her 25 books have been translated into 19 languages and sell in 42 countries.

James Michener, at age 83, enjoyed another good year and again captures the #5 spot on the annual list, this year with *Caribbean*, with sales of 757,249. A year earlier, *Alaska* sold a bit more for the same position. Ken Follett celebrated his 40th year by indulging in a passion of his, this time writing about the building of a gothic cathedral. Although the author's bestselling track record was built on thrillers, *The Pillars of the Earth* has done better than his earlier books, with sales over 400,000, enough for the #8 position. In 1986, Follett took the #12 spot for *Lie Down with Lions*, which sold more than 250,000 books.

Perestroika and *glasnost* figured heavily in two of the top 15 novels—*The Russia House* and *Polar Star*—and brought the authors their highest sales figures yet. John le Carré's 12th book took the #7 position in 1989 with sales of 530,280. Back in 1983, he attained the #4 spot with sales of about 400,000 for *The Little Drummer Girl* and, in 1986, *A Perfect Spy* made it to #10 on these annual lists with sales of about 285,000.

Martin Cruz Smith did not disappoint the many fans who waited for the sequel to his 1981 bestseller *Gorky Park*—the #5 book that year with sales of 273,000. *Polar Star* rounded off our list of top 15 with sales of more than 283,000. He also was able to return to Russia, from which he was barred following *Gorky Park*'s publication; the occasion for the visit was that book's first official publication in Russia.

International intrigue also figures in Frederick Forsyth's sixth bestseller, his first since *The Fourth Protocol*, #7 on the 1984 end-of-year bestseller chart with sales of more than 309,000 copies. His 1989 run with *The Negotiator* fell a bit below that number, but its sales success assured it the #14 spot in 1989. In the early '70s, Forsyth achieved a top rank on annual bestseller charts four years in a row for three novels.

Mystery and suspense, always a popular category, made an excellent showing in 1989. Three more of the top bestsellers belong to that group. Mary Higgins Clark's seventh novel, *While My Pretty One Sleeps*, sold about 345,000 copies in 1989, enough for the #10 spot. Her last appearance on a year-end list was in 1987, when *Weep No More My Lady* took the 15th slot with sales of 234,000. Dean R. Koontz's popular horror thrillers seem to be gaining. In 1989, *Midnight* made it to #11 with sales of 310,000 copies; in 1988, *Lightning* just missed placing among the top 15, with sales of 251,000. (His current book, *The Bad Place*, hit the #1 spot on the weekly chart a few weeks after publication.) Dick Francis's 28th horse-racing mystery, *Straight*, outsold all his previous books. Sales of 295,066 in 1989 makes it the 14th fiction bestseller. Francis hit the 15th

PW's 1989 Bestsellers FICTION

1 **Clear and Present Danger** by Tom Clancy. Putnam (8/17/89); 1,625,544

2 **The Dark Half** by Stephen King. Viking (11/6/89); 1,562,657

3 **Daddy** by Danielle Steel. Delacorte Press (11/28/89); 1,321,235

4 **Star** by Danielle Steel. Delacorte Press (3/13/89); 1,000,119

5 **Caribbean** by James A. Michener. Random House (11/9/89); 757,249

6 **The Satanic Verses** by Salman Rushdie. Viking (2/22/89); 746,949

7 **The Russia House** by John le Carré. Knopf (6/9/89); 530,280

*8 **The Pillars of the Earth** by Ken Follett. Morrow (9/7/89)

9 **California Gold** by John Jakes. Random House (9/6/89); 396,270

10 **While My Pretty One Sleeps** by Mary Higgins Clark. Simon & Schuster (5/89); 345,000

11 **Midnight** by Dean R. Koontz. Putnam (1/19/89); 310,000

12 **Jimmy Stewart and His Poems** by Jimmy Stewart. Crown (9/22/89); 305,000

*13 **The Negotiator** by Frederick Forsyth. Bantam Books (4/89)

14 **Straight** by Dick Francis. Putnam (11/13/89); 295,066

15 **Polar Star** by Martin Cruz Smith. Random House (7/10/89); 283,889

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1989 and take into account some early returns through the end of January 1990. Publishers do not yet know what their total returns will be so none of these figures should be regarded as final net sales.

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spot in 1988 with sales of about 256,000 for *Hot Money*.

John Jakes makes it onto the list with his newest novel, *California Gold*, set in California at the turn of the century. Sales of 396,270 give it the #9 position for the year, a good run but not as successful as his Civil War trilogy. Two in that series, *Heaven and Hell* and *Love and War*, sold over 500,000 and 400,000 respectively in their first year.

John Jakes
CALIFORNIA GOLD
Jimmy Stewart and His Poems
by Jimmy Stewart
JOHN LE CARRÉ

Peter Neumann

The Fiction Runners-Up

The sales figures of the second-tier of fiction bestsellers are the kind that would have guaranteed any of these books a spot on a top-15 list at the beginning of the '80s. In fact, two of the authors listed here, Lawrence Sanders and Belva Plain, were among the top 15 in 1980 with sales significantly below those achieved last year. E. L. Doctorow was among the top sellers that year also, with sales just a bit ahead of his latest, *Billy Bathgate*—one of the more acclaimed books of 1989, which, despite a 14-week run on the national weekly charts, could not successfully compete for a spot among the top 30.

16. *Foucault's Pendulum* by Umberto Eco (HBJ, 11/89; *278,161*)
17. *Capital Crimes* by Lawrence Sanders (Putnam, 5/89; *275,183*)
18. *The Joy Luck Club* by Amy Tan (Putnam, 3/89; *249,628*)
19. *Minotaur* by Stephen Coonts (Doubleday, 10/89; *248,538*)
20. *Some Can Whistle* by Larry McMurtry (S & S, 10/89; *237,000*)
21. *Joshua and the Children: A Parable* by Joseph F. Girzone (Macmillan, 8/89; *230,902*)
22. *The Edge* by Dick Francis (Putnam, 2/89; *230,000*)
23. *Tales from Margaritaville: Fictional Facts and Factual Fictions* by Jimmy Buffett (HBJ, 9/89; *229,688*)
24. *Red Phoenix* by Larry Bond (Warner, 6/89; *227,080*)
25. *A Prayer for Owen Meany* by John Irving (Morrow, 2/89)
26. *Blessings* by Belva Plain (Delacorte, 8/89; *205,977*)
27. *The Lost Years* by J. M. Dillard (Pocket, 10/89)
28. *The Temple of My Familiar* by Alice Walker (HBJ, 5/89; *199,613*)
29. *Spy Line* by Len Deighton (Knopf, 12/89; *194,049*)
30. *Sorceress of Darshiva* by David Eddings (Del Rey, 11/89; *182,234*)

More 100,000+ Fiction Top Sellers

Three of the titles with reported sales of more than 100,000 failed to make even a single appearance on *PW*'s weekly charts, including *The Anastasia Syndrome, Rama II* and *The Killing Man.*

There were 11 titles with sales of over 150,000 for 1989. They are: *We Are Still Married* by Garrison Keillor (Putnam); *Mutation* by Robin Cook (Putnam); *Mystery* by Peter Straub (Dutton); *Playmates* by Robert B. Parker (Putnam); *The Naked Heart* by Jacqueline Briskin (Delacorte); *Poodle Springs* by Raymond Chandler and Robert B. Parker (Putnam); *Season in Hell* by Jack Higgins (S & S); *Anastasia Syndrome* by Mary Higgins Clark (S & S); *Rivals* by Janet Dailey (Little, Brown); *Oldest Living Confederate Widow Tells All* by Allan Gurganus (Knopf); and *Renegades of Pern* by Anne McCaffrey (Del Rey).

Twelve novels reported sales of more than 120,000. They are: *Talking God* by Tony Hillerman (Harper & Row); *A Knight in Shining Armor* by Jude Deveraux (Pocket); *French Kiss* by Eric Van Lustbader (Fawcett Columbine); *Journey* by James A. Michener (Random); *Day of the Cheetah* by Dale Brown (Donald I. Fine); *Win, Lose or Die* by John Gardner (Putnam); *The Diamond Throne* by David Eddings (Del Rey); *Silent Partner* by Jonathan Kellerman (Bantam); *Forever Fifty and Other Negotiations* by Judith Viorst (S & S); *Stranger in Savannah* by Eugenia Price (Doubleday); *Rama II* by Arthur C. Clarke and Gentry Lee (Bantam); *Billy Bathgate* by E. L. Doctorow (Random); and *Spy Hook* by Len Deighton (Knopf)

There were also 10 novels with reported sales of 100,000 or more, including: *Majestic* by Whitley Strieber (Putnam); *The Old Silent* by Martha Grimes (Little, Brown); *The Fortune* by Michael Korda (Summit); *The Killing Man* by Mickey Spillane (Dutton); *Cat's Eye* by Margaret Atwood (Doubleday); *The Cardinal of the Kremlin* by Tom Clancy (Putnam); *Nemesis* by Isaac Asimov (Doubleday); *Counter-Attack* by W.E.B. Griffin (Putnam); *Garden of Lies* by Eileen Goudge (Viking); and *Black Sand* by William J. Caunitz (Crown).

Nonfiction Leaders

Robert Fulghum, a retired Unitarian minister, certainly captured the attention of Middle America—and both coasts—with his brief inspirational essays. Two of his books landed on the nonfiction top 15 list, one at the lead spot and the other just a few notches below, at #4. *All I Really Need to Know I Learned in Kindergarten* enjoyed sales of over 900,000 copies in 1989, and this, combined with the more than 330,000 sold in 1988 (when it hit the year-end list at #11), puts total sales over 1.2 million.

DAVID MACAULAY
THE WAY THINGS WORK
A BRIEF HISTORY OF TIME
STEPHEN W. HAWKING
ALL I REALLY NEED TO KNOW I LEARNED IN KINDERGARTEN
ROBERT FULGHUM
NEW COOK BOOK
THE WAY TO COOK

Not only did Fulghum enjoy the rare publishing happenstance of having two of his books on the national weekly hardcover bestseller charts, but he is the first to have the same hardcover and paperback reprint on top of these charts simultaneously.

One of 1988's sleepers, *A Brief History of Time*, continued its long tenure on the weekly bestseller charts in 1989 (it appeared on the lists every week except two), selling 410,000 more copies, enough for the #13 position and enough to be included on the list of '80s bestsellers that surpassed the one-million sales mark.

As noted earlier, the nonfiction leaders were dominated by books by or about public figures. Two First Ladies were the subject of much-talked-about and popular bestsellers. The public's intense fascination with Jacqueline Kennedy Onassis was fueled by C. David Heymann's intimate biography. Sales of about 670,000 copies gave it the #3 position and gave Lyle Stuart's new owners a bestseller their first time out in the market. Nancy Reagan's memoirs, which included her revelations about a variety of subjects (astrology, Iran-*contra*) and people (Raisa Gorbachev, Donald Regan) sold 410,000 copies, giving it the #10 position for the year.

Comedians were well represented, though not always in the most lighthearted manner. In the case of Gilda Radner, her courageous chronicle of her battle with cancer was published shortly after her death. *It's Always Something* sold 540,000 copies, making it #7 on the nonfiction list. A tape of the book (recorded by the actress shortly before her death) won a Grammy in the spoken-audio category—the first time a publisher and a book received that prize. George Burns has made a return appearance on these year-end lists; in 1988, he reached the #5 spot with sales of more than 580,000 for *Gracie: A Love Story*. In 1989, his reminiscences about show-biz, *All My Best Friends*, sold 425,578 copies, enough for the #11 position. Roseanne Barr's sitcom was a hit in television land, which certainly boosted her appeal to book consumers. Sales for her eponymous revelations about her life (the cover story of two consecutive *People* issues) sold about 507,000 copies and gave the comedienne our #8 spot. Bill Cosby's appeal appears to be waning. While sales of more than 410,000 copies of *Love and Marriage* secured the #12 slot this year, the publisher's first printing was at least 750,000 copies. It was also quite a drop in sales compared with his previous bestsellers, both of which handily achieved the #1 position in their respective publication years. In 1986, *Fatherhood* took the spot with sales of 2.4 million; a year later, *Time Flies* made it to the top with sales of more than 1.4 million.

Cooking was a winning entry in the 1989 bestselling sweepstakes. Although *The Better Homes and Gardens New Cook Book* is a classic (with combined sales since it was first published 60 years ago of more than 25 million), its 10th edition can be considered a new book because of a total overhaul that includes the addition of more than 1300 new and updated recipes geared for the '90s. Julia Child's *The Way to Cook* was a phenomenal success and at $50 was the most expensive bestseller. The price did not deter her many fans, and sales of more than 362,000 copies made it the 15th bestselling nonfiction book of the year. Another surefire winner in the cooking category is Jeff Smith, whose fourth bestseller in the Frugal Gourmet series takes the #9 spot this year, the same position he had in 1987 with *Frugal Gourmet Cooks America*.

The three other books comprising the list include a repeat from last year, *The Way Things Work*, a book that was difficult to find during Christmas 1988. The publisher kept it in good supply in the course of 1989, and managed to sell 561,452 books. No list is complete without a business title, and this year *Wealth Without Risk* outdistanced the competition with phenomenal sales of 688,000, giving its author, Charles Givens, a 56-week run on the weekly bestseller charts to date, and the #2 spot on the nonfiction annual bestseller list. True crime's popularity continues to grow, and Joe McGinniss scored another hit with *Blind Faith*, #14 with sales of 376,750. His last book, *Fatal Vision*, was #18 in 1983 with sales of 168,342.

Nonfiction Runners-Up

Cooking, Wall Street, celebrity biographies and authors with proven track records also dominate the second tier of nonfiction bestsellers. Notice the growing number of sports titles among the nonfiction tomes with sales of 100,000+ copies.

16. *Weight Watchers Meals in Minutes Cookbook* by Weight Watchers International (NAL, 1/90; *350,000*)
17. *Education of a Wandering Man* by Louis L'Amour (Bantam, 11/89)
18. *The 8-Week Cholesterol Cure—Revised Edition* by Robert E. Kowalski (Harper & Row, 8/89; *345,686*)
19. *The T-Factor Diet* by Martin Katahn (Norton, 4/89)

PW's 1989 Bestsellers NONFICTION

1 **All I Really Need to Know I Learned in Kindergarten: Uncommon Thoughts on Common Things** by Robert Fulghum. Villard Books (10/13/88): 902,000

2 **Wealth Without Risk: How to Develop a Personal Fortune Without Going Out on a Limb** by Charles J. Givens. Simon & Schuster (12/88); 688,000

3 **A Woman Named Jackie** by C. David Heymann. Lyle Stuart Book/Carol Publishing Group (5/12/89); 670,000

4 **It Was on Fire When I Lay Down on It** by Robert Fulghum. Villard Books (9/22/89); 566,651

5 **Better Homes and Gardens New Cook Book.** Better Homes and Garden Books (8/1/89); 566,021

*6 **The Way Things Work** by David Macaulay. Houghton Mifflin (10/24/88)

7 **It's Always Something** by Gilda Radner. Simon & Schuster (6/89); 540,000

8 **Roseanne: My Life as a Woman** by Roseanne Barr. Harper & Row (9/27/89); 507,550

*9 **The Frugal Gourmet Cooks Three Ancient Cuisines: China, Greece, and Rome** by Jeff Smith. Morrow (9/11/89)

10 **My Turn: The Memoirs of Nancy Reagan** by Nancy Reagan with William Novak. Random House (10/27/89); 436,478

11 **All My Best Friends** by George Burns written with David Fisher. Putnam (11/6/89); 425,578

*12 **Love & Marriage** by Bill Cosby. Doubleday (5/89)

13 **A Brief History of Time** by Stephen W. Hawking. Bantam (4/2/88); 410,000

14 **Blind Faith** by Joe McGinniss. Putnam (1/17/89); 376,750

15 **The Way to Cook** by Julia Child. Knopf (10/89); 362,115

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20. *The 8-Week Cholesterol Cure Cookbook* by Robert E. Kowalski (Harper & Row, 8/89; *314,998*)
21. *Liar's Poker* by Michael Lewis (Norton, 10/89)
22. *I Want to Grow Hair, I Want to Grow Up, I Want to Go to Boise* by Erma Bombeck (Harper & Row, 10/89; 312,627)
23. *Chronicle of America* edited by Clifton Daniel (Prentice Hall/Ecam, 9/89; *311,000*)
24. *Peace, Love & Healing* by Bernie S. Siegel (Harper & Row, 6/89; *297,598*)
25. *Drive: The Story of My Life* by Larry Bird (Doubleday, 11/89; *292,859*)
26. *Going Within: A Guide for Inner Transformation* by Shirley MacLaine (Bantam, 4/89)
27. *One Up on Wall Street: How to Use What You Already Know to Make Money in the Market* by Peter Lynch (S & S, 2/89; *277,000*)
28. *Pete Rose: My Story* by Pete Rose and Roger Kahn (Macmillan, 11/89; *231,913*)
29. *Martha Stewart's Christmas* by Martha Stewart (Crown, 11/89; *220,000*)
30. *Among Schoolchildren* by Tracy Kidder (Houghton Mifflin, 9/89))

More Nonfiction Hits

There were 13 more books with sales of over 175,000 in 1989. They are: *Chili Dawgs Always Bark at Night* by Lewis Grizzard (Villard); *A Precious Moments Gift of Love* by Sam Butcher (Nelson); *Summer of '49* by David Halberstam (Morrow); *The Good Times* by Russell Baker (Morrow); *The Dictionary of Cultural Literacy* by E. D. Hirsch Jr. (Houghton Mifflin); *Leadership Secrets of Attila the Hun* by Wess Roberts (Warner); *Who Needs God* by Harold S. Kushner (Summit); *Toxic Parents* by Susan Forward with Craig Buck (Bantam); *Don't Bend Over in the Garden Granny, You Know Them Taters Got Eyes* by Lewis Grizzard (Villard); *The Wreath Book* by Rob Pulleyn (Sterling); *What They Still Don't Teach You at Harvard Business School* by Mark H. McCormack (Bantam); *Head First* by Norman Cousins (Dutton); and *The Tempting of America* by Robert H. Bork (Free Press).

Six books had sales of more than 150,000: *Confessions of an S.O.B.* by Al Neuharth (Doubleday); *The Blooding* by Joseph Wambaugh (Morrow); *Call Her Miss Ross: The Unauthorized Biography of Diana Ross* by J. Randy Taraborrelli (Carol); *The Pillsbury Cookbook* (Doubleday); *Symptoms* by Dr. Isadore Rosenfeld (S & S); and *Funny, You Don't Look Like a Grandmother* by Lois Wyse (Crown).

In the 125,000+ range there were 13 titles, including: *Out of the Blue* by Orel Hershiser (Wolgemuth & Hyatt); *The Andy Warhol Diaries*, edited by Pat Hackett (Warner); *Rolling Stone: The Photographs* by Editors of Rolling Stone (S & S); *Papa, My Father* by Leo Buscaglia (Morrow); *Believe in the God Who Believes in You* by Robert H. Schuller (Nelson); *Personal Fouls* by Peter Golenbock (Carroll & Graf); *Dr. Dobson: Turning Hearts Toward Home* by Rolf Zettersten (Word); *The 7 Habits of Highly Effective People* by Stephen Covey (S & S); *The Night the Bear Ate Goombaw* by Patrick F. McManus (Holt); *The New Basics Cookbook* by Julee Rosso and Sheila Lukins (Workman); *Wilderness: The Lost Writings of Jim Morrison, Volume I* by Jim Morrison (Villard); *Art of the Western World: From Ancient Greece to Post Modernism* by Bruce Cole and Aleheide Gealt (Summit); and *The Fighting Spirit: A Championship Season at Notre Dame* by Lou Holtz with John Heisler (Pocket).

There were also 16 titles with sales of 100,000 and more. They are: *From Beirut to Jerusalem* by Thomas L. Friedman (FSG); *The Long Gray Line* by Rick Atkinson (Houghton Mifflin); *Whatchagot Stew: A Memoir of an Idaho Childhood, with Recipes and Commentaries* by Patrick F. McManus and Patricia McManus Gass (Holt); *Getting the Love You Want: A Guide to Couples* by Harville Hendrix (Holt); *Innumeracy: Mathematical Illiteracy and its Consequences* by John Allen Paulos (FSG); *Bo* by Bo Schembechler and Mitch Albom (Warner); *The Dance of Intimacy* by Harriet Goldhor Lerner (Harper & Row); *Close Friends* by Peter Jenkins (Morrow); *You'll See It When You Believe It* by Wayne Dyer (Morrow); *About Face: The Odyssey of an American Warrior* by David H. Hackworth (S & S); *Wonderful Life* by Stephen J. Gould (Norton); *Light His Fire: How to Keep Your Man Passionately and Hopelessly in Love with You* by Ellen Kreidman (Villard); *My Secret History* by Paul Theroux (Putnam); *Gracie: A Love Story* by George Burns (Putnam); *King of the Night* by Laurence Leamer (Morrow); and *Out of Bounds* by Jim Brown with Steve Delsohn (Zebra). ☐

Paperback Top Sellers

Romance and funnies dominate trade paper; in mass market, 'Presumed Innocent' tops 4 million again

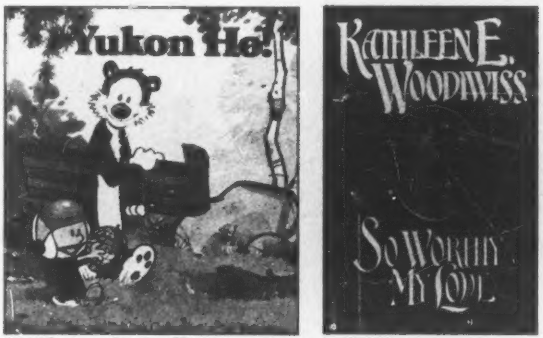
The number of trade paperback bestsellers rose in 1989 from 1988 levels, as recorded in *Publishers Weekly*'s annual trade paperbacks top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs.) Books on the current list were published in 1988 or 1989, although sales figures are given for 1989 only.

In 1989 there were 231 trade paperback bestsellers, up from 219 titles in 1988. An all-time high was recorded in 1987 with 254 titles; there were 193 bestsellers in 1986 and 208 in 1985. The top-ranking trade paperback of 1989 sold 1,575,000 copies, compared with a figure of 1,253,000 in 1988; the top seller in 1987 sold 2,489,500 copies.

What piqued the interest of bookbuyers in 1989? Americans crave romance and the funnies, judging by sales figures for 1989 trade paperback bestsellers. At sales of 1,575,000, Kathleen Woodiwiss enthralled her legions of fans with *So Worthy My Love*; set in 16th-century England and Germany, the blockbuster, a trade paperback original, concerns a kidnapper who falls in love with his hostage.

Other top-ranking 1989 trade paperback romances included *Lost Love Found* (130,000), an original, by Bertrice Small; and *Kingdom of Shadows* (65,704), an original, by Barbara Erskine.

Perennially bestselling authors Bill Watterson, Gary Larson and Berke Breathed again entertained readers with comic-strip titles. Heavy-hitter Watterson slugged out four bestsellers—all originals—in 1989: *Yukon Ho!* (1,257,000); *The Calvin and Hobbes Lazy Sunday Book* (1,008,000); *Something Under the Bed Is Drooling* (309,000); and *The Essential Calvin and Hobbes* (292,000). The latter two titles also sold 1,253,000 and 891,000 copies, respectively, in 1988. Larson served up the chuckles with *The PreHistory of The Far Side* (853,000); *Wildlife Preserves* (684,000); *The Far Side Gallery 3* (227,000); and *Night of the Crash-Test Dummies* (190,000), all originals. The latter two titles also sold 826,000 and 831,000 copies, respectively, in 1988. With sales of 570,258, Berke Breathed's *The Night of the Mary Kay Commandos*, an original, did not perform as well as Breathed's *Tales Too Ticklish to Tell*, an original that sold 704,000 in 1988; surprisingly, this title, issued in 1988, did not appear on the 1989 lists.



1989's two bestselling trade paperbacks.

Other 1989 comic-strip masters were Jim Davis, G. B. Trudeau and Cathy Guisewite.

Intellectually rigorous bestselling titles in 1989 included Gabriel García Márquez's *Love in the Time of Cholera* (425,000), James McPherson's *Battle Cry of Freedom* (149,000), Neil Sheehan's *A Bright and Shining Lie* (109,649), Pete Dexter's *Paris Trout* (105,000), Barbara Tuchman's *First Salute* (98,000), Taylor Branch's *Parting the Waters* (88,000) and Jonathan Kozol's *Rachel and Her Children*—all reprints. Both of Saul Bellow's original trade paperbacks—*A Theft* (95,000) and *The Bellarosa Connection* (77,000)—made appearances.

Other strong categories in trade paperback included health care, cookbooks and homework books generally, as well as fantasy, inspiration, computer titles and biographies.

Mass Market

A total of 119 mass market titles published in 1988 or 1989 had in-print figures at the end of 1989 of at least one million copies and thus qualified for *PW*'s 1989 mass market bestseller list; 111 and 112 titles appeared on the 1988 and 1987 lists, respectively. This year, the most popular mass market paperbacks were Danielle Steel's *Fine Things* (4,500,000) and *Kaleidoscope* (4,025,000), and Scott Turow's *Presumed Innocent* which, for the second year in a row, topped four million (4,233,815).

This year, 12 titles had three million or more copies in print compared with 12 titles in 1988, seven in 1987 and nine in 1986. Six of the 1989 titles were published in 1988 but had high sales in 1989 as well. Fourteen titles (three of which were published in 1988) had in-print figures of two million–plus copies, compared with nine such titles in 1988, 18 in 1987 and 16 in 1986.

There were no surprises among the 1989 top contenders, who included Tom Clancy, V. C. Andrews, Stephen King, Rosamunde Pilcher, Robert Ludlum, Judith Krantz, Jackie Collins, Janet Dailey, Lawrence Sanders, Barbara Taylor Bradford, Judith Michael and Dean R. Koontz.

Three nonfiction titles among the top 26 titles—embracing the four-, three- and two-million–plus categories—were *All I Really Need to Know I Learned in Kindergarten* (2,708,000), a reprint by Robert Fulghum; *Communion* (2,231,000), a reprint by Whitley Strieber; and *Blind Faith* (2,125,000), a reprint by Joe McGinniss. Strieber's controversial account of his UFO experiences also sold 1,976,000 copies in 1988.

—Penny Kaganoff

Trade Paperbacks

Titles listed here are trade paperbacks (originals, reprints or books issued in dual editions) published in 1988 or 1989 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1989. Please note that publishers' sales figures do not necessarily represent final net sales,since they do not always reflect returns. Those titles that were released in 1988 are marked with an asterisk. Almanacs, atlases and annuals are listed on page 26.

500,000+

So Worthy My Love. Kathleen Woodiwiss. Original. Avon (1,575,000)
Yukon Ho! Bill Watterson. Original. Andrews and McMeel (1,257,000)
The Calvin and Hobbes Lazy Sunday Book. Bill Watterson. Original. Andrews and McMeel (1,008,000)
Drawing of the Three. Stephen King. Reprint. NAL (928,026)
The PreHistory of The Far Side. Gary Larson. Original. Andrews and McMeel (853,000)
Wildlife Preserves. Gary Larson. Original. Andrews and McMeel (684,000)
The Night of the Mary Kay Commandos. Berke Breathed. Original. Little, Brown (570,258)

200,000+

***The Closing of the American Mind.** Allan Bloom. Reprint. Simon & Schuster/Touchstone (448,000)
Garfield Chews the Fat (#17). Jim Davis. Original. Ballantine (440,000)
Love in the Time of Cholera. Gabriel García Márquez. Reprint. Penguin (425,000)
The Mummy or Ramses the Damned. Anne Rice. Original. Ballantine (410,000)
Time. Editors of Harvard Lampoon. Original. Putnam/Perigee (380,123)
Dance of Anger (Reissue). Harriet Lerner. Reprint. Harper & Row/Perennial (372,462)
Using WordPerfect 5. Charles Stewart et al. Original. Que Corporation (320,000)
***Healing the Shame That Binds You.** John Bradshaw. Original. Health Communications (310,000)
***Something Under the Bed Is Drooling.** Bill Watterson. Original. Andrews and McMeel (309,000)
***The Essential Calvin and Hobbes.** Bill Watterson. Original. Andrews and McMeel (292,000)
Gracie: A Love Story. George Burns. Reprint. Penguin (290,000)
The Cat Who Came for Christmas. Cleveland Amory. Reprint. Penguin (280,000)
***The New Basics Cookbook.** Julee Rosso and Sheila Lukins. Original. Workman (278,270)
***Love, Medicine & Miracles.** Dr. Bernie S. Siegel. Reprint. Harper & Row/Perennial (274,882)
***Why Do Clocks Run Clockwise?** David Feldman. Reprint. Harper & Row/Perennial (271,429)
***Thriving on Chaos.** Tom Peters. Reprint. Harper & Row/Perennial (262,783)
***Bradshaw on the Family.** John Bradshaw. Original. Health Communications (260,000)
Ultimate Unauthorized Nintendo! Game Strategies Book. Corey Sandler and Tom Badgett. Original. Bantam (246,000)
What to Expect the First Year. Arlene Eisenberg, Heidi Murkoff and Sandee Hathaway. Original. Workman (244,328)
***The Far Side Gallery 3.** Gary Larson. Original. Andrews and McMeel (227,000)
The Fifth Garfield Treasury. Jim Davis. Original. Ballantine (225,000)
Love & Sex: The Book of Questions. Gregory Stock, Ph.D. Original. Workman (219,567)
***Weight Watchers Favorite Recipes.** Weight Watchers Int. Reprint. NAL (217,597)
***Color Me Beautiful Make-up Book.** Carole Jackson. Original. Ballantine (213,000)

100,000+

Weight Watchers Quick and Easy Menu Cookbook. Weight Watchers Int. Reprint. NAL (197,987)
***Night of the Crash-Test Dummies.** Gary Larson. Original. Andrews and McMeel (190,000)
***Beloved.** Toni Morrison. Reprint. NAL (180,193)
***Chaos: Making of a New Science.** James Gleick. Reprint. Penguin (175,000)
T Factor Fat Gram Counter. Martin P. Katahn. Original. Norton (173,313)
Babes & Bullets. Jim Davis. Original. Ballantine (170,000)
Good Fat, Bad Fat—How to Lower Your Cholesterol and Beat the Odds of a Heart Attack. Glen C. Griffin, M.D. and William P. Castelli, M.D. Original. Fisher (159,000)
***Life Smiles Back.** Philip Kunhardt. Reprint. Simon & Schuster/Fireside (156,000)
The Rise and Fall of the Great Powers. Paul Kennedy. Reprint. Vintage (155,942)
***The Different Drum.** M. Scott Peck, M.D. Reprint. Simon & Schuster/Touchstone (155,000)
Upgrading and Repairing PCs. Scott Mueller. Original. Que Corporation (150,000)
Battle Cry of Freedom. James McPherson. Reprint. Ballantine (149,000)
***The Courage to Heal.** Ellen Bass and Laura Davis. Original. Harper & Row/Perennial (148,118)
The Last Lion: Alone. William Manchester. Reprint. Dell (146,048)
Do What You Love, the Money Will Follow. Marsha Sinetar. Reprint. Dell (144,769)
Eater's Choice, Revised Ed. Ron and Nancy Goor. Original. Houghton Mifflin (135,000)
Lost Love Found. Bertrice Small. Original. Ballantine (130,000)
Panati's Extraordinary Endings. Charles Panati. Original. Harper & Row/Perennial (128,333)
Read My Lips, Make My Day, Eat Quiche and Die! G. B. Trudeau. Original. Andrews and McMeel (128,000)
***PC Magazine's DOS Power Tools.** Paul Somerson. Original. Bantam (127,000)
A Generation of Swine. Hunter S. Thompson. Reprint. Vintage (125,511)
New Cook Book. Better Homes and Gardens. Reprint. BH&G (124,000)
The New Yankee Workshop. Norm Abram. Original. Little, Brown (123,811)
Headlines. Jay Leno. Original. Warner (115,671)
Growing a Business. Paul Hawken. Original. Simon & Schuster/Fireside (122,000)
Fit or Fat Woman. Covert Bailey. Original. Houghton Mifflin (120,000)
Drawing on the Right Side of the

Brain (Revised). Betty Edwards. Tarcher (120,000)

Many Lives, Many Masters. Brian L. Weiss. Original. Simon & Schuster/Fireside (117,000)

All New Hints from Heloise. Heloise. Original. Putnam/Perigee (110,231)

The 90's: A Look Back. Tony Hendra and Peter Elbling. Original. Avon (110,000)

The New Read-Aloud Handbook. Jim Trelease. Original. Penguin (110,000)

The Stranger. Albert Camus. Reprint. Vintage (109,775)

A Bright and Shining Lie. Neil Sheehan. Reprint. Vintage (109,649)

***10 SATs: Third Edition.** College Board. Original. (106,944)

***Batman: Year One.** Frank Miller and David Mazzecchelli. Reprint. Warner (106,726)

Give Those Nymphs Some Hooters! G. B. Trudeau. Original. Andrews and McMeel (106,000)

Life Laughs Last. Philip Kunhardt. Reprint. Simon & Schuster/Fireside (105,000)

Paris Trout. Pete Dexter. Reprint. Penguin (105,000)

New American Diet. William E. Connor, M.D. Reprint. Simon & Schuster/Fireside (103,000)

The Last Ship. William Brinkley. Reprint. Ballantine (100,000)

Using Harvard Graphics. Steve Sagman and Jane Graver Sandlar. Original. Que Corporation (100,000)

75,000+

First Salute. Barbara Tuchman. Reprint. Ballantine (98,000)

The Discovery of the Titanic. Robert D. Ballard. Reprint. Warner (97,296)

Thin Thighs in 30 Days (Revised). Wendy Stehling. Reprint. Bantam (96,000)

Greatest Batman Stories Ever Told. Mike Gold, ed. Reprint. Warner (95,264)

Using 1-2-3 R. 2.2 Special Edition. Original. Que Corporation (95,000)

A Theft. Saul Bellow. Original. Penguin (95,000)

Greatest Joker Stories Ever Told. Mike Gold, ed. Reprint. Warner (94,940)

Frommer's Europe on $30 a Day. Arthur Frommer. Original. Prentice Hall Travel (93,800)

***Unofficial Guide to Walt Disney World and Epcot (Revised Edition).** Bob Sehlinger. Prentice Hall Travel (93,700)

***A Garfield Thanksgiving.** Jim Davis. Original. Ballantine (91,000)

Inside AutoCAD, 5th Ed. Dan Raker and Harbert Rice. Original. Que Corporation (90,000)

***Feel the Fear and Do It Anyway.** Susan P. Jeffers. Reprint. Ballantine (90,000)

Dave Barry's Greatest Hits. Dave Barry. Reprint. Ballantine (90,000)

***People of Darkness.** Tony Hillerman. Reprint. Harper & Row/Perennial (89,454)

Parting the Waters. Taylor Branch. Reprint. Simon & Schuster/Touchstone (88,000)

***Flower Drying with a Microwave.** Milton Watson. Original. Sterling (86,000)

ALMANACS, ATLASES AND ANNUALS

The World Almanac & Book of Facts 1990. Mark Hoffman, ed. Pharos (1,060,000)

***J. K. Lasser Your Income Tax 1989.** Prentice Hall (513,000)

The Arthur Young Tax Guide 1990. Peter W. Bernstein, ed. Ballantine (440,000)

Information Please Almanac 1990. Houghton Mifflin (420,000)

***OPG Baseball Cards 1990.** James Beckett. Original. Ballantine/House of Collectibles (350,000)

***Mobil Road Atlas 1989.** Original. Prentice Hall/Arco (327,000)

The 1989 What Color Is Your Parachute? Richard Nelson Bolles. Ten Speed (312,000)

Steve Birnbaum's Guide to Disneyworld 1990. Steve Birnbaum. Avon (300,000)

1989 Buying Guide Issue. Consumer Reports (202,768)

The Universal Almanac. John Wright, ed. Andrews and McMeel (196,000)

***Mr. Boston Official Bartender's Guide 1988.** Warner (170,237)

***The Official 1990 Blackbook Price Guide to U.S. Coins, 28th Ed.** Marc Hudgeons, ed. Ballantine/House of Collectibles (158,000)

1989 Guide to Income Tax Preparation. Warren Esanu, Barry Dickman, Michael Pollet, Elias Zuckerman and the editors of Consumer Reports Books. Consumer Reports (153,694)

***The World Almanac & Book of Facts 1989.** Mark Hoffman, ed. Pharos (150,000)

Webster's New World Compact School and Office Dictionary (Revised Edition). Prentice Hall (109,000)

***1989 H & R Block Income Tax Workbook.** H. and R. Block. Macmillan (104,461)

Mobil Travel Guide 1989: California and the West. Original. Prentice Hall Travel (90,100)

The Ernst & Young Tax Digest and Planner 1990. Peter W. Bernstein, ed. Random House Reference (93,000)

Information Please Sports Almanac 1990. Mike Meserole. Houghton Mifflin (90,000)

Mobil Travel Guide 1989: Northeast. Prentice Hall Travel (89,100)

1989 Elias Baseball Analyst. Seymour Siwoff; Steve, Peter and Tom Hurt. Macmillan (79,925)

Mobil Travel Guide 1989: Mid Atlantic. Prentice Hall Travel (7[illegible]00)

The Princeton Review-Cracking the System: The SAT and PSAT—1990 Edition. John Katzman and Adam Robinson. Villard (76,100)

Hugh Johnson's Pocket Encyclopedia of Wine 1990. Hugh Johnson. Simon & Schuster/Fireside (72,000)

Mobil Travel Guide 1989: Southeast. Prentice Hall Travel (70,900)

***Hugh Johnson's Pocket Encyclopedia of Wine 1989.** Hugh Johnson. Simon & Schuster/Fireside (68,000)

Automobile Book 1990. Editors of Consumers Guide. NAL (65,633)

Mobil Travel Guide 1989: South Central. Prentice Hall Travel (65,100)

***OPG Football Cards 1990.** James Beckett. Original. Ballantine/House of Collectibles (60,000)

Mobil Travel Guide 1989: Great Lakes. Prentice Hall Travel (58,700)

Allstate RV Park and Campground Directory. Prentice Hall (58,500)

Overstreet Comic Book Price Guide. Robert Overstreet. Original. Ballantine/House of Collectibles (58,000)

Official 1990 Blackbook Guide to U.S. Postage Stamps. Marc Hudgeons. Original. Ballantine/House of Collectibles (57,000)

Free Stuff for Kids, 1990 Edition. Free Stuff Editors. Meadowbrook (57,000)

Roger Ebert's Movie Home Companion, 1990 Edition. Roger Ebert. Andrews and McMeel (56,000)

Official 1990 Blackbook Guide to Paper Money. Marc Hudgeons. Original. Ballantine/House of Collectibles. (53,000)

***Practice for the Armed Forces Test (13th Edition).** Solomon Wiener. Prentice Hall/Arco (52,500)

The Princeton Review-Cracking the System: The LSAT—First Edition. Adam Robinson and Princeton Review Staff. Villard (52,350)

Fantasy Baseball Abstract 1989. Wayne M. Welch. Putnam/Perigee (52,040)

USAtlas. Richard Saul Wurman. Prentice Hall/Gousha (51,900)

Mobil Travel Guide 1989: Northwest. Prentice Hall Travel (51,800)

The Princeton Review-Cracking the System: The GRE—First Edition. Adam Robinson and John Katzman. Villard (51,500)

Places Rated Almanac. Richard Boyer and David Savageau. Prentice Hall (51,100)

Preparation for the SAT (8th Edition). Edward Deptula, ed. Prentice Hall/Arco (51,000)

***Webster's New World Dictionary of Computer Terms (3rd Edition).** Prentice Hall (51,000)

LSAT: Law School Admission Test (3rd Edition). Thomas Martinson. Prentice Hall/Arco (50,300)

Supercourse for the LSAT (3rd Edition). Thomas Martinson. Prentice Hall/Arco (50,300)

Steve Birnbaum's Guide to Disneyland 1990. Steve Birnbaum. Avon (50,000)

The Stephen King Companion. George Beahm, ed. Original. Andrews and McMeel (85,000)

Batman: The Official Book of the Movie. John Marriott. Original. Bantam (85,000)

Wilderness. Jim Morrison. Reprint. Vintage (83,949)

Clothes Have No Emperor. Paul Slansky. Original. Simon & Schuster/Fireside (81,000)

Rockport Walking Program. James M. Rippe and Anne Ward with Karla Dougherty. Original. Prentice Hall (81,600)

dBase IV Handbook, 3rd Ed. George T. Chou. Original. Que Corporation (80,000)

***MS-DOS Quick Reference.** Original. Que Corporation (80,000)

In Country. Bobbie Ann Mason. Reprint. Harper & Row/Perennial (78,611)

Harry Anderson's Games You Can't Lose: A Guide for Suckers. Harry Anderson and Turk Pipkin. Original. Pocket (78,600)

How to Win Customers and Keep Them for Life. Michael LeBoeuf. Reprint. Berkley (78,000)

The Bellarosa Connection. Saul Bellow. Original. Penguin (77,000)

Gone with the Wind. Herb Bridges and Terryl C. Boodman. Original. Simon & Schuster/Fireside (76,000)

Rotisserie League Baseball, 3rd Ed. Glenn Waggoner and Robert Sklar. Original. Bantam (76,000)

***Garfield Worldwide (#15).** Jim Davis. Original. Ballantine (75,000)

The Food Pharmacy. Jean Carper. Reprint. Bantam (75,000)

Using 1-2-3 Release 3. Original. Que Corporation (75,000)

50,000+

What Do You Care What Other People Think? Reprint. Richard Feynman. Bantam (74,000)

Knock 'em Dead with Great Answers to Tough Interview Questions. Martin John Yate. Original. Bob Adams (73,447)

***Foods That Heal.** Dr. Bernard Jensen. Original. Avery (73,000)

A Minnesota Book of Days. Howard Mohr. Original. Penguin (73,000)

Legends, Lies & Cherished American Myths. Richard Shenkman. Reprint. Harper & Row/Perennial (72,357)

***The Art of Erotic Massage.** Dr. Andrew Yorke. Original. Sterling (72,000)

Penn and Teller's Cruel Tricks for Dear Friends. Penn Jillette and Teller. Original. Villard (71,000)

***WordPerfect Quick Reference.** Que Corporation. Original. (71,000)

Surely You're Joking Mr. Feynman. Richard Feynman. Reprint. Bantam (71,000)

Getting Together. Roger Fisher and Scott Brown. Reprint. Penguin (70,000)

The Hill. Leonard B. Scott. Original. Ballantine (70,000)

***Garfield Rounds Out (#16).** Jim Davis. Original. Ballantine (68,500)

Overcoming Overeating. J. Hirschmann. Reprint. Fawcett Columbine (68,000)

The Worlds of the Federation. Shane Johnson. Original. Pocket (67,300)

The Concise Family Seder. Rabbi Alfred J. Kolatch. Original. Jonathan David (67,000)

Perfect Put-Downs and Instant Insults. Joseph Rosenbloom. Reprint. Sterling (67,000)

Rachel and Her Children. Jonathan Kozol. Reprint. Fawcett Columbine (67,000)

Spring Cleaning. Jeff Campbell. Original. Dell (66,385)

Mama Day. Gloria Naylor. Reprint. Vintage (66,494)

Kingdom of Shadows. Barbara Erskine. Original. Dell (65,704)

Captain's Log: William Shatner's Personal Account of the Making of Star Trek V: The Final Frontier. William Shatner as told to Lisabeth Shatner. Original. Pocket (65,400)

Season Inside. John Feinstein. Reprint. Simon & Schuster/Fireside (65,000)

For Better or for Worse: The Tenth Anniversary Collection. Lynn Johnston. Original. Andrews and McMeel (65,000)

***Jane Fonda's New Workout & Weight Loss Program.** Jane Fonda. Reprint. Simon & Schuster/Fireside (65,000)

***Life and Death in Shanghai.** Nien Cheng. Reprint. Penguin (65,000)

Sty. Ed Breslin and Sean Kelly. Original. Vintage (64,802)

Holidays in Hell. P. J. O'Rourke. Reprint. Vintage (64,759)

***Homework Without Tears.** Lee Canter. Original. Harper & Row/Perennial (64,337)

Native Son (Reissue). Richard Wright. Reprint. Harper & Row/Perennial (63,562)

Mexican Recipes. Better Homes and Gardens. Reprint. BH&G (63,000)

MS-DOS User's Guide. Que Corporation. Original. (63,000)

Tracks. Louise Erdrich. Reprint. Harper & Row/Perennial (63,[illegible])

The Old Gringo. Carlos Fuentes. Reprint. Harper & Row/Perennial (61,712)

Wall Street Journal Guide to Money & Markets. Richard Saul Wurman, Alan Siegel, Kenneth Morris. Original. Prentice Hall (61,700)

Story of My Life. Jay McInerney. Reprint. Vintage (61,228)

***Making of the Atomic Bomb.** Richard Rhodes. Reprint. Simon & Schuster/Touchstone (61,000)

***Healing Your Sexual Self.** Janet G. Woititz. Original. Health Communications (61,000)

How to Keep a Man in Love with You Forever. Tracy Cabot. Reprint. Dell (60,002)

Capote. Gerald Clarke. Reprint. Ballantine (60,000)

The Predators' Ball. Connie Bruck. Reprint. Penguin (60,000)

Where I'm Calling From. Raymond Carver. Reprint. Vintage (59,606)

Bride's Book of Etiquette (6th ed.). Editors of Bride's Magazine. Original. Putnam/Perigee (59,338)

***The Crystal Kit.** Marlene M. Robinson. Original. Running Press (58,583)

Start Collecting: Baseball Cards. David Plaut. Original. Running Press (58,400)

Your Countercultural Literacy. Kathy A. Zahler and Diane Zahler. Original. Prentice Hall/Arco (58,200)

***Router Jigs & Techniques.** Patrick Spielman. Original. Sterling (58,000)

Emmanuel's Book II: The Choice for Love. Pat Rodegast. Original. Bantam (58,000)

***Gunslinger (Dark Tower #1).** Stephen King. Reprint. NAL (57,625)

Heart of Rock and Soul. Dave Marsh. Original. NAL (57,130)

Secrets of the Temple. William Greider. Reprint. Simon & Schuster/Touchstone (57,000)

To My Son with Love. Susan Polis Schutz. Reprint. Warner (56,305)

Breastfeeding Your Baby: A Practical Guide for the New Mother. Nursing Mothers' Council of the Boston Associaton for Childbirth Education. Original. Avery (56,000)

***Minding the Body, Mending the Mind.** Joan Borysenko. Reprint. Bantam (56,000)

***New Dress for Success.** John T. Molloy. Original. Warner (55,747)

***A Confederacy of Dunces.** John Kennedy Toole. Grove Weidenfeld (56,375)

Jonathan Winters After the Beep. Jim B. Smith. Original. Putnam/Perigee ([illegible])

Perfect Daughters. Robert Ackerman. Original. Health Communications (55,000)
Fox Trot. Bill Amend. Original. Andrews and McMeel (55,000)
Solitude. Anthony Storr. Reprint. Ballantine (55,000)
The Hummingbird Book. Donald and Lillian Stokes. Original. Little, Brown (54,066)
***Your Child's First Journey: A Guide to Prepared Birth from Pregnancy to Parenthood.** Ginny Brinkley, Linda Goldberg, Janice Kukar. Original. Avery (54,000)
"They're Gonna Settle out of Court, Herman." Jim Unger. Original. Andrews and McMeel (54,000)
Parker's Wine Buyer's Guide. Robert M. Parker. Original. Simon & Schuster/Fireside (54,000)
Mysteries of Pittsburgh. Michael Chabon. Reprint. Harper & Row/Perennial (53,790)
Final Prophecies of Nostradamus. Erika Cheetham. Original. Putnam/Perigee (53,557)
Skiing. Henry Beard and Roy McKie. Original. Workman (52,393)
***Adult Children: The Secrets of Dysfunctional Families.** John Friel and Linda Friel. Original. Health Communications (52,000)
***Birder's Handbook.** Paul Ehrlich, David Dobkin and Darryl Wheye. Original. Simon & Schuster/Fireside (52,000)
My Granddaughter Has Fleas! Cathy Guisewite. Original. Andrews and McMeel (52,000)
***Welcome to Our Company.** Yolanda Naves. Original. Workman (51,487)
***The Basket Book.** Lyn Siler. Original. Sterling (51,000)
***The Flying Boy.** John Lee. Original. Health Communications (51,000)
***Time for Joy.** Ruth Fishel. Original. Health Communications (51,000)
Woman Warrior. Maxine Hong Kingston. Reprint. Vintage (50,492)
***Western Garden Book.** Sunset Editors. Reprint. Lane (50,000)
***Scarf Tying Magic: 68 Ways to Use Your Most Versatile Accessory.** Bobbie Jean Thompson. Original. Acropolis (50,000)
Quinn's Book. William Kennedy. Reprint. Penguin (50,000)
The Compass in Your Nose: And Other Astonishing Facts About Humans. Marc McCutcheon. Original. Tarcher (50,000)
Using PFS: First Publisher. Katherine Murray. Original. Que Corporation (50,000)

Mass Market Paperbacks

The following is a listing of those mass market titles published in 1988 or 1989 whose 1988 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

Titles marked with asterisks were released in 1988; sales figures for some titles were submitted to *PW* in confidence, for use only in placing titles in their correct positions in these listings.

4 Million

***Fine Things.** Danielle Steel. Reprint. Dell (4,500,000)
***Presumed Innocent.** Scott Turow. Reprint. Warner (4,233,815)
***Kaleidoscope.** Danielle Steel. Reprint. Dell (4,025,000)

3 Million+

Zoya. Danielle Steel. Reprint. Dell (3,725,000)
***Patriot Games.** Tom Clancy. Reprint. Berkley (3,700,000)
***Fallen Hearts.** V. C. Andrews. Original. Pocket (3,618,000)
Sands of Time. Sidney Sheldon. Reprint. Warner (3,503,000)
Misery. Stephen King. Reprint. Signet/NAL (3,400,000)
***Tommyknockers.** Stephen King. Reprint. Signet/NAL (3,300,000)
Cardinal of the Kremlin. Tom Clancy. Reprint. Berkley (3,200,000)
The Shell Seekers. Rosamunde Pilcher. Reprint. Dell (3,145,000)
Gates of Paradise. V. C.Andrews. Original. Pocket (3,120,000)

2 Million+

The Icarus Agenda. Robert Ludlum. Reprint. Bantam (2,752,000)
Till We Meet Again. Judith Krantz. Reprint. Bantam (2,585,000)
Gunslinger. Stephen King. Reprint. NAL/Signet (2,527,000)
Rock Star. Jackie Collins. Reprint. Pocket (2,525,000)
Trevayne. Robert Ludlum. Reprint. Bantam (2,474,000)
***Heiress.** Janet Dailey. Reprint. Fawcett Gold Medal (2,050,000)
All I Really Need to Know I Learned in Kindergarten. Robert Fulghum. Reprint. Ballantine/Ivy (2,708,000)
***Communion.** Whitley Strieber. Reprint. Avon (2,231,000)
Blind Faith. Joe McGinniss. Reprint. NAL/Signet (2,125,000)
***Timothy Files.** Lawrence Sanders. Reprint. Berkley (2,100,000)
To Be the Best. Barbara Taylor Bradford. Reprint. Bantam (2,009,000)
Inheritance. Judith Michael. Reprint. Pocket
Timothy's Game. Lawrence Sanders. Reprint. Berkley (2,000,000)
Midnight. Dean R. Koontz. Reprint. Berkley (2,000,000)

1.5 Million+

Lightning. Dean R. Koontz. Reprint. Berkley (1,900,000)
***Watchers.** Dean R. Koontz. Reprint. Berkley (1,900,000)
***Heaven and Hell.** John Jakes. Reprint. Dell (1,875,000)
***Bound by Desire.** Rosemary Rogers. Original. Avon (1,842,000)
Alaska. James Michener. Reprint. Fawcett Crest (1,815,000)
***Small Sacrifices.** Ann Rule. Reprint. NAL/Signet (1,800,000)
***Over the Edge.** Jonathan Kellerman. Reprint. NAL/Signet (1,180,000)
Shining Through. Susan Isaacs. Reprint. Ballantine (1,800,000)
***Outbreak.** Robin Cook. Reprint. Berkley (1,700,000)
***The Celestial Bed.** Irving Wallace. Reprint. Dell (1,170,000)
Doctors. Erich Segal. Reprint. Bantam (1,762,000)
Tapestry. Belva Plain. Reprint. Dell (1,740,000)
***Family—The Ties That Bind . . . and Gag!** Erma Bombeck. Reprint. Fawcett Crest (1,725,000)
***Legacy.** James Michener. Reprint. Fawcett Crest (1,675,000)
***Spycatcher.** Peter Wright with Paul Greengrass. Reprint. Dell (1,650,000)
Trump: The Art of the Deal. Donald Trump. Reprint. Warner (1,633,404)
***Treasure.** Clive Cussler. Reprint. Pocket
The Blooding. Joseph Wambaugh. Reprint. Bantam (1,620,000)
Breathing Lessons. Anne Tyler. Reprint. Berkley (1,600,000)
Stolen Blessings. Lawrence Sanders. Original. Berkley (1,600,000)
Mortal Fear. Robin Cook. Reprint. Berkley (1,600,000)
The Silence of the Lambs. Thomas Harris. Reprint. St. Martin's (1,600,000)
Prime Time. Joan Collins. Reprint. Pocket
***Texasville.** Larry McMurtry. Reprint. Pocket
Anything for Billy. Larry McMurtry. Reprint. Pocket
Texas Fury. Fern Michaels. Original. Ballantine (1,570,000)
***Weep No More, My Lady.** Mary Higgins Clark. Reprint. Dell (1,550,000)
Love Songs. Lawrence Sanders. Reprint. Berkley (1,500,000)
Queen of the Damned. Anne Rice. Reprint. Ballantine (1,544,000)
The Sisters. Pat Booth. Reprint. Ballantine (1,540,000)

1 Million+

Final Flight. Stephen Coonts. Reprint. Dell (1,475,000)
***The Ladies of Missalonghi.** Colleen McCullough. Reprint. Avon (1,434,000)
***War and Remembrance.** Herman Wouk. Reprint. Pocket
***Team Yankee.** Harold Coyle. Reprint. Berkley (1,400,000)
***The Mask.** Dean R. Koontz. Reprint. Berkley/Jove (1,400,000)
Sphere. Michael Crichton. Reprint. Ballantine (1,381,000)
Batman. Craig Shaw Gardner. Original. Warner (1,376,090)
***Glittering Images.** Susan Howatch. Reprint. Fawcett Crest (1,370,000)
***Tender Rebel.** Johanna Lindsey. Original. Avon (1,366,000)
Koko. Peter Straub. Reprint. NAL/Signet (1,350,000)
Savage Thunder. Johanna Lindsey. Original. Avon (1,345,000)
***Silver Angel.** Johanna Lindsey. Original. Avon (1,335,000)
Butterfly. Kathryn Harvey. Reprint. Avon (1,330,000)
***Her Mother's Daughter.** Marilyn French. Reprint. Ballantine (1,325,000)
People Like Us. Dominick Dunne. Reprint. Bantam (1,317,000)
Transformation. Whitley Strieber. Reprint. Avon (1,315,000)
Mitla Pass. Leon Uris. Reprint. Bantam (1,313,000)
Sins of Omission. Fern Michaels. Original. Ballantine (1,305,000)
Silver Tower. Dale Brown. Reprint. Berkley (1,300,000)
Last Princess. Cynthia Freeman. Reprint. Berkley (1,300,000)
Defy Not the Heart. Johanna Lindsey. Original. Avon (1,285,000)
Talking Straight. Lee Iacocca with Sonny Kleinfield. Reprint. Bantam (1,233,000)
***Sarum: The Novel of England.** Edward Rutherford. Reprint. Ballantine/Ivy (1,232,000)
Sword Point. Harold Coyle. Reprint. Pocket
The Ragman's Son. Kirk Douglas. Reprint. Pocket
Glamorous Powers. Susan Howatch. Reprint. Fawcett Crest (1,185,000)
Long Ride Home. Louis L'Amour. Original. Bantam (1,172,000)
***Murder in the CIA.** Margaret Truman. Reprint. Fawcett Crest (1,163,000)
The Charm School. Nelson DeMille. Reprint. Warner (1,154,183)
India Fan. Victoria Holt. Reprint. Fawcett Crest (1,141,000)
The Butcher's Theater. Jonathan Kellerman. Reprint. Bantam (1,222,000)
***Flight of the Old Dog.** Dale Brown. Reprint. Berkley (1,200,000)
One. Richard Bach. Reprint. Dell (1,200,000)
***Willow.** Wayland Drew. Original. Ballantine/Del Rey (1,120,000)
***Bolt.** Dick Francis. Reprint. Fawcett Crest (1,116,000)
Firefly Summer. Maeve Binchy. Reprint. Dell (1,115,000)
2061 Arthur C. Clarke. Reprint. Ballantine/Del Rey (1,115,000)
How to Win at Nintendo Games. Jeff Rovin. Original. St. Martin's (1,100,000)
***Pale Kings and Princes.** Robert B. Parker. Reprint. Dell (1,110,000)
***Veil.** Bob Woodward. Reprint. Pocket
***Vows.** LaVyrle Spencer. Original. Berkley/Jove (1,100,000)
***A Southern Family.** Gail Goodwin. Reprint. Avon (1,100,000)
Hot Money. Dick Francis. Reprint. Fawcett Crest (1,100,000)
The Taming. Jude Deveraux. Original. Pocket
***Bandits.** Elmore Leonard. Reprint. Warner (1,091,498)
***Shan.** Eric V. Lustbader. Reprint. Fawcett Crest (1,090,000)
***The Great Depression of 1990.** Dr. Ravi Batra. Reprint. Dell (1,085,000)
Feather on the Moon. Phyllis Whitney. Reprint. Fawcett Crest (1,080,000)
Zero. Eric V. Lustbader. Reprint. Fawcett Crest (1,075,000)
Child Star. Shirley Temple Black. Reprint. Warner (1,062,263)
***Savages.** Shirley Conran. Reprint. Pocket
The Prize Pulitzer. Roxanne Pulitzer. Reprint. Ballantine (1,050,000)

Thirteenth Annual

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APPLICATION DEADLINE: APRIL 27, 1990

Title Output and Prices

Preliminary figures show production down slightly and prices stable

BY CHANDLER B. GRANNIS

American book title output in 1989, to judge from preliminary figures, may prove to be a little below that of 1988, while average per-volume prices of books, overall, appear to be only slightly up and, in many areas, down. Produced by the R. R. Bowker Co. for *PW*, the preliminary reports cover titles recorded up to the first day of January 1990. They show a total of 45,716 1989 titles, thus far recorded, about 3.7% below the 1988 preliminary total. The final 1988 total (*PW*, Sept. 30, 1989) was 55,483—a shade below that of the previous year. The final report on 1989 output and prices is expected to be ready for publication late in the summer of 1990.

Table 1 shows aggregate title production in all formats. Figures for hardcovers and trade paperbacks are derived from the database of Bowker's Weekly Record/American Book Publishing Record (BPR), prepared in cooperation with the Library of Congress. Figures for mass market paperbacks come from the

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1987 ALL HARD & PAPER	1988 FINAL HARD & TRADE PAPER Books	Editions	Totals	1988 FINAL ALL HARD & PAPER	1989 PRELIMINARY HARD & TRADE PAPER Books	Editions	Totals	1989 PRELIMINARY ALL HARD & PAPER
Agriculture	652	561	102	663	666	390	77	467	469
Art	1,693	1,384	203	1,587	1,602	1,129	174	1,303	1,320
Biography	2,259	1,898	285	2,183	2,250	1,599	219	1,818	1,886
Business	1,462	1,195	440	1,635	1,647	1,012	330	1,342	1,361
Education	1,081	940	158	1,098	1,113	738	134	872	892
Fiction	6,298	3,329	279	3,608	5,564	2,706	154	2,860	5,103
General Works	2,620	2,086	335	2,421	2,475	1,606	266	1,872	1,939
History	2,882	2,478	759	3,237	3,260	1,823	376	2,199	2,227
Home Economics	1,168	838	146	984	1,057	629	139	768	814
Juveniles	4,642	4,410	237	4,647	4,954	4,171	228	4,399	4,735
Language	699	503	113	616	628	392	100	492	504
Law	1,544	965	374	1,339	1,343	677	236	913	915
Literature	2,358	1,954	284	2,238	2,272	1,726	234	1,960	1,991
Medicine	3,995	3,187	675	3,862	3,900	2,344	566	2,910	2,939
Music	352	273	55	328	329	277	57	334	335
Philosophy, Psychology	1,845	1,582	278	1,860	1,955	1,423	263	1,686	1,776
Poetry, Drama	1,236	1,127	97	1,224	1,270	925	59	984	992
Religion	2,850	2,401	328	2,729	2,746	1,929	212	2,141	2,151
Science	3,658	3,091	643	3,734	3,743	2,284	495	2,779	2,795
Sociology, Economics	8,115	7,158	1,026	8,184	8,247	5,905	871	6,776	6,835
Sports, Recreation	1,263	837	130	967	1,099	671	120	791	905
Technology	2,756	2,209	457	2,666	2,694	1,830	405	2,235	2,251
Travel	629	487	165	652	669	420	149	569	586
Total	56,027	44,893	7,569	52,462	55,483	36,606	5,864	42,470	45,718

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1987 TOTALS	1988 FINAL NEW BOOKS	NEW ED'NS	TOTALS	1989 PRELIMINARY NEW BOOKS	NEW ED'NS	TOTALS
Fiction	382	345	136	481	354	117	471
Nonfiction	16,318	13,658	2,952	16,610	11,005	2,513	13,518
Total	16,700	14,003	3,088	17,091	11,359	2,630	13,989

database for Bowker's *Paperbound Books in Print* and do not differentiate between originals and reprints.

Trade paperback output, Table 2, shows a hike in fiction against a downtrend in nonfiction. Much the same may be said of the mass market data, Table 3.

Translations, Table 5, may be a trifle down; the dominance of materials from French and German continues, but Russian is coming up.

Preliminary hardcover prices at all levels, Table A, show a per-volume average of $40.10, while averages for volumes priced under $81, Table A-1, come to $30.09—roughly a dollar down in both cases. Fiction averages, in the same two tables, are both up about a dollar.

Mass market paperback averages, Table B, show a drop in fiction to $3.78, bringing the overall average down to $4.37. Table C shows trade paperback fiction prices trending downward to $9.78, but the overall average, at $16.60, is higher than the 1989 final.

PW's hand count, Table D, of average and median prices of certain books advertised in *PW*'s Fall Announcement issue, shows declines for novels and biography and an increase for history.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811, 812, 821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1987 FIN.	1988 FIN.	1989 PREL.
Agriculture	7	3	2
Art	7	15	17
Biography	64	67	68
Business	28	12	19
Education	14	15	20
Fiction	2,632	1,956	2,243
General Works	81	54	67
History	28	23	28
Home Econ.	102	73	46
Juveniles	364	307	336
Language	22	12	12
Law	3	4	2
Literature	41	34	31
Medicine	46	38	29
Music	3	1	1
Philosophy, Psychology	139	95	90
Poetry, Drama	15	46	8
Religion	16	17	10
Science	5	9	16
Sociology, Economics	79	63	59
Sports, Recreation	178	132	114
Technology	29	28	16
Travel	13	17	12
Total	3,916	3,021	3,246

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1987	1988 FINAL			1989 PRELIM.		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	135	105	24	129	69	13	82
Art	128	135	19	154	97	16	113
Biography	173	176	14	190	99	13	112
Business	154	158	36	194	112	16	128
Education	276	222	17	239	200	9	209
Fiction	291	224	63	287	84	9	93
General Works	382	341	31	372	248	20	268
History	482	442	62	509	269	43	312
Home Econ.	39	34	2	36	21	5	26
Juveniles	109	99	5	104	51	8	59
Language	201	185	21	206	141	19	160
Law	225	158	33	191	112	28	140
Literature	295	309	27	330	226	7	233
Medicine	757	708	71	779	516	72	588
Music	66	62	5	74	65	2	67
Philosophy, Psychology	331	355	20	275	281	16	297
Poetry, Drama	180	186	41	224	119	12	131
Religion	163	146	17	162	119	18	137
Science	1,302	1,245	151	1,396	906	106	1,012
Sociology, Economics	1,736	1,695	130	1,825	1,255	93	1,348
Sports, Recreation	97	86	11	97	56	12	68
Technology	651	616	81	897	476	69	545
Travel	56	45	7	52	27	6	33
Total	8,229	7,738	888	8,626	5,549	612	6,161

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,466
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Prelim.	41	43	22	27	1	387	388	46	116	72	37	11	213	109	33	11	N/A	1,557

NOTE: "Total" covers only the languages listed here.

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1986	1987 FINAL		1988 FINAL		1989 FINAL		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$31.89	363	$32.44	351	$32.43	263	$ 9,057.98	$34.44
Art	31.63	959	33.07	905	33.85	736	28,076.89	35.43
Biography	21.66	1,514	22.75	1,510	23.81	1,235	30,176.93	24.43
Business	28.44	1,007	30.48	1,072	32.91	779	26,530.55	34.05
Education	25.75	654	29.37	609	32.03	459	16,771.93	36.54
Fiction	15.89	2,470	17.02	2,215	17.82	1,942	35,825.93	18.44
General Works	31.86	1,518	34.22	1,305	36.77	955	35,785.73	37.47
History	24.07	1,906	29.58	1,947	30.71	1,441	45,736.22	31.73
Home Economics	18.41	554	19.23	472	21.06	385	8,255.73	21.44
Juveniles	10.47	3,157	11.29	3,601	11.84	3,422	41,523.28	12.13
Language	30.24	345	33.26	322	35.06	222	7,917.21	35.66
Law	37.28	953	37.40	810	37.78	524	19,977.06	38.12
Literature	24.63	1,515	28.97	1,442	29.58	1,220	37,169.38	30.46
Medicine	37.34	2,405	38.33	2,052	49.79	1,432	56,876.62	39.71
Music	26.30	216	31.92	211	35.54	215	7,609.93	35.39
Philosophy, Psychology	28.48	1,062	31.48	1,081	32.78	981	32,712.94	33.34
Poetry, Drama	22.82	679	24.99	634	27.10	486	13,345.29	27.45
Religion	20.08	1,210	23.09	1,153	26.10	894	23,810.81	26.63
Science	40.96	2,186	43.02	2,066	51.86	1,419	61,676.89	43.46
Sociology, Economics	28.89	5,266	31.65	5,249	34.99	4,112	144,083.23	35.03
Sports, Recreation	21.77	582	23.32	515	24.45	407	11,295.45	27.75
Technology	39.88	1,622	41.68	1,500	53.45	1,130	50,014.87	44.26
Travel	23.74	221	24.45	213	24.87	189	5,014.56	26.53
Total	$27.15	32,364	$28.96	31,235	$31.23	24,848	$747,245.41	$30.07

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1987 FINAL		1988 FINAL		1989 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	423	$46.24	438	$49.36	325	$16,777.33	$51.62
Art	21.24	1,004	37.71	958	39.96	783	40,855.69	52.17
Biography	15.34	1,542	25.04	1,538	25.99	1,269	34,733.43	27.37
Business	18.00	1,032	33.31	1,120	37.51	811	30,706.40	37.86
Education	12.95	669	31.58	620	33.55	466	17,465.88	37.48
Fiction	10.09	2,499	18.19	2,258	17.63	1,946	36,315.33	18.66
General Works	30.99	1,623	43.81	1,448	50.35	1,069	52,102.44	48.73
History	17.12	1,954	31.74	1,992	33.44	1,478	52,380.22	35.43
Home Economics	11.16	558	20.13	474	21.38	389	8,601.73	22.11
Juveniles	6.65	3,162	11.48	3,603	11.79	3,422	41,523.28	12.13
Language	14.96	361	37.80	339	40.42	254	12,557.56	49.43
Law	25.04	1,097	49.65	957	50.85	644	36,921.51	57.33
Literature	15.78	1,537	28.70	1,465	30.85	1,232	39,046.23	31.69
Medicine	24.00	3,065	57.68	2,914	66.59	2,091	145,750.40	69.70
Music	20.13	224	35.82	217	36.95	228	9,505.58	41.69
Philosophy, Psychology	14.43	1,090	33.32	1,120	34.75	1,012	36,556.54	36.12
Poetry, Drama	13.63	699	28.59	649	28.02	502	15,441.79	30.76
Religion	12.26	1,226	24.51	1,163	26.73	909	25,337.61	27.87
Science	24.88	2,815	62.16	2,904	66.91	2,009	137,330.60	68.35
Sociology, Economics	29.88	5,393	34.38	5,430	37.25	4,270	175,463.71	41.09
Sports, Recreation	12.28	586	23.96	518	27.33	413	12,353.95	29.91
Technology	23.61	1,988	60.24	1,992	65.26	1,596	111,505.49	69.86
Travel	18.44	227	28.07	215	26.22	196	6,259.56	31.93
Total	$19.22	34,774	$36.28	34,332	$39.00	27,314	$1,095,492.26	$40.10

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1987	1988		1989 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 3.56	3	$ 4.32	2	$ 12.90	$ 6.45
Art	12.38	15	10.35	17	170.15	10.00
Biography	5.10	67	6.20	68	419.75	6.17
Business	6.39	11	7.55	19	158.60	8.35
Education	5.99	15	7.19	20	150.35	7.52
Fiction	3.59	1,956	3.99	2,237	8,443.70	3.78
General Works	5.40	54	6.92	66	470.10	7.12
History	4.90	19	6.56	28	185.35	6.62
Home Economics	6.69	73	6.27	46	312.45	6.79
Juveniles	2.80	297	3.18	336	1,033.00	3.07
Language	4.94	11	6.01	12	73.95	6.16
Law	3.98	4	4.59	2	13.90	6.95
Literature	4.50	31	5.44	31	182.20	5.88
Medicine	6.28	34	6.72	29	239.20	8.25
Music	7.45	1	2.95	1	8.95	8.95
Philosophy, Psychology	4.96	89	6.11	90	467.30	5.19
Poetry, Drama	5.05	46	3.29	8	48.15	6.02
Religion	3.71	17	4.76	9	58.65	6.52
Science	4.55	9	5.46	16	159.80	9.99
Sociology, Economics	5.63	63	5.82	59	372.00	6.31
Sports, Recreation	4.97	126	5.87	114	691.15	6.06
Technology	11.52	26	18.16	16	397.20	24.83
Travel	7.15	17	10.95	12	105.40	8.78
Total	$4.00	2,984	$4.55	3,238	$14,174.20	$4.38

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1987		1988		1989 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 5.01	149	$13.22	194	$17.14	131	$ 2,177.72	$16.62
Art	6.27	641	15.46	602	15.65	489	8,275.12	16.92
Biography	4.91	591	11.32	609	11.12	520	5,911.62	11.36
Business	7.09	421	18.56	470	19.43	451	9,437.85	20.92
Education	5.72	412	14.01	451	15.64	371	7,031.58	18.95
Fiction	4.20	897	8.64	1,338	10.07	873	8,541.55	9.78
General Works	6.18	828	28.44	904	23.85	730	18,885.81	25.87
History	5.81	766	14.55	891	13.88	654	9,928.59	15.18
Home Economics	4.77	450	9.96	493	11.61	363	4,385.27	12.08
Juveniles	2.68	906	5.71	959	6.13	837	5,540.83	6.61
Language	7.79	287	14.31	246	15.50	197	3,460.88	17.56
Law	10.66	364	17.46	348	24.73	238	5,574.93	23.42
Literature	5.18	712	13.19	712	13.33	614	9,079.66	14.78
Medicine	7.63	692	19.34	882	19.74	718	15,755.71	21.94
Music	6.36	117	13.67	104	14.54	98	1,788.68	18.25
Philosophy, Psychology	5.57	564	13.36	688	13.72	612	9,140.38	14.93
Poetry, Drama	4.71	596	10.02	551	10.36	458	5,071.30	11.07
Religion	3.68	1,525	9.26	1,527	9.99	1,188	13,074.47	11.00
Science	8.81	707	23.27	736	23.76	605	16,184.90	26.75
Sociology, Economics	6.03	2,597	16.76	2,545	16.69	2,182	40,468.03	18.54
Sports, Recreation	4.87	430	11.49	437	12.26	357	4,877.09	13.66
Technology	7.97	682	25.55	624	23.93	565	15,564.07	27.54
Travel	5.21	299	10.91	429	11.73	369	5,955.05	16.13
Total	$5.93	15,633	$14.86	16,740	$15.01	13,620	$226,110.49	$16.60

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY**	AVG.	MED.	HISTORY***	AVG.	MED.
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1988—209 vols./39 pubs.	$18.48	$18.95	1988—132 vols./55 pubs.	$25.29	$22.50	1988—154 vols./68 pubs.	$27.17	$24.95
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.96	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—2[illegible] vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00

*Not Mystery, Western, SF, Light Romances

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Top Selling Children's Books

High units sales for many more titles

Each year, *Publishers Weekly*'s end-of-the-year hardcover bestseller lists include one or two titles that have the advantage of dual appeal—a book geared to capture the imagination of adults and children alike. This year, the list could have included at least five entries from the children's side. Indeed, the lead children's title—*The Way Things Work*—is also among the nonfiction adult hardcover bestsellers of 1989. However, recognizing the momentous growth of children's books in the 1980s (title output alone, from 1980–1988, has risen 73.3%) and its increasing sales velocity at all kinds of book retail outlets—independent, specialty, chain and college stores—the time is right for these books to have their own annual bestseller list.

The following is a listing of children's hardcovers, published in 1988 and 1989, that sold over 75,000 copies during 1989. The sales figures of some titles were submitted to *PW* in confidence, for use only in placing them in their correct positions on the lists.

Last year *Publishers Weekly* compiled a list of children's books that sold over 50,000 copies in 1988. While 35 books were included on that list, only 13 of the titles had sales of 75,000 copies or more. In 1989, 29 books reported sales higher than 75,000, a considerable increase. Even more impressive was the number of books that sold over 200,000 copies in 1989—six in all, compared to only one in 1988—*Dear Mili* by Wilhelm Grimm, illustrated by Maurice Sendak (Farrar, Straus & Giroux/di Capua).

The Way Things Work was also the #1 young adult title on eight of *PW*'s 12 monthly children's bestseller lists in 1989. And not a single month passed last year without one—and sometimes two—of Martin Handford's popular Waldo books among the top five on *PW*'s monthly children's picture book lists. Two Waldo books, as well as *The Eleventh Hour* and *Swan Lake*, were among the children's books that found spots on national hardcover adult lists.

The Book of the Sandman *(Abrams)*

1. ***The Way Things Work*** by David Macaulay (Houghton Mifflin, 561,452)
2. ***The Great Waldo Search*** by Martin Handford (Little, Brown, 304,230)
3. ***Find Waldo Now*** by Martin Handford (Little, Brown, 268,706)
4. ***International Children's Bible*** (Word, 251,124)
5. ***The Eleventh Hour: A Curious Mystery*** by Graeme Base (Abrams, 250,000)
6. ***Swan Lake*** by Mark Helprin, illus. by Chris Van Allsburg (Houghton Mifflin, 242,127)
7. ***Macmillan Dictionary for Children*** (Macmillan, 195,416)
8. ***Carl Goes Shopping*** by Alexandra Day (Farrar, Straus & Giroux, 167,481)
9. ***The Magic Locket*** by Elizabeth Koda-Callan (Workman, 161,583)
10. ***The Book of the Sandman*** by Rien Poortvliet, text by Wil Huygen (Abrams, 150,000)
11. ***Disney Babies A to Z*** by Margo Lundell, illus. by Darrell Baker (Western, 142,794)
12. ***Baby Donald's Busy Play Group*** by the Walt Disney Company, illus. by Darrell Baker (Western, 124,383)
13. ***Glow-in-the-Dark Night Sky Book*** by Clint Hachett, illus. by Stephen Marchesi (Random, 122,558)
14. ***The Market Square Dog*** by James Herriot, illus. by Ruth Brown (St. Martin's, 109,587)
15. ***The Silver Slippers*** by Elizabeth Koda-Callan (Workman, 103,804)
16. ***Baby's Animal Friends*** by Phoebe Dunn (Random, 98,173)
17. ***The Very Busy Spider*** (mini-edition) by Eric Carle (Putnam, 97,738)
18. ***The Big Golden Book of Dinosaurs*** by Mary Elting, illus. by Christopher Santoro (Western, 95,343)
19. ***Sesame Street Hide-and-Seek Safari***, illus. by Tom Cooke (Random, 94,738)
20. ***Joyful Noise: Poems for Two Voices*** by Paul Fleischman, illus. by Eric Beddows (Harper/Zolotow, 93,872)
21. ***Amy the Dancing Bear*** by Carly Simon, illus. by Margot Datz (Doubleday, 87,869)
22. ***Nothing to Do*** by Liza Alexander, illus. by Tom Cooke (Western, 83,917)
23. ***Song and Dance Man*** by Karen Ackerman, illus. by Stephen Gammell (Knopf, 81,912)
24. ***When Is My Birthday?*** by Ray Shipherd, illus. by Tom Cooke (Western, 81,807)
25. ***Bedtime Hugs for Little Ones*** by Debby Boone, illus. by Gabriel Ferrer (Harvest House, 77,213)
26. ***Spot's Baby Sister*** by Eric Hill (Putnam, 76,820)
27. ***That Makes Me Angry!*** by Anthony Best, illus. by Tom Cooke (Western, 75,454)
28. ***The Mitten*** by Jan Brett (Putnam, 75,130)
29. ***Budgie the Little Helicopter*** by H.R.H. The Duchess of York, illus. by John Richardson (Simon & Schuster) □

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Computer Books: A Spread of Spring Titles
Michael Herr on Walter Winchell • Thea Astley on Herself
SoHo's Booming Photography Bookstore

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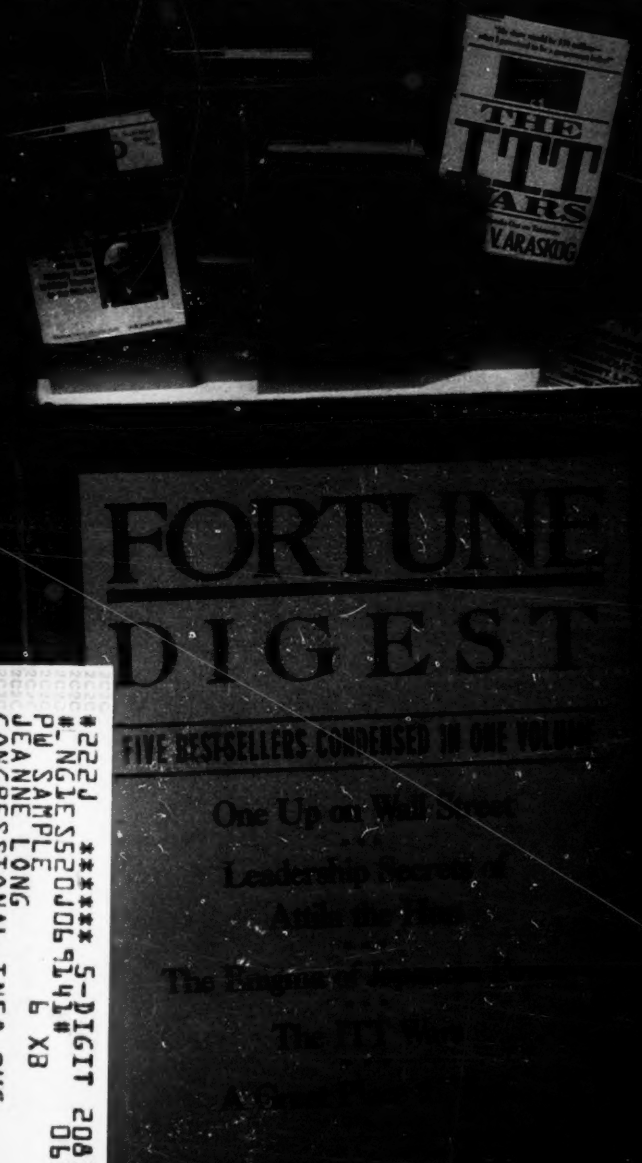
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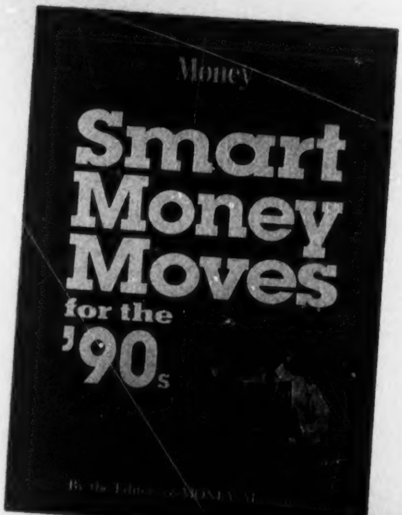

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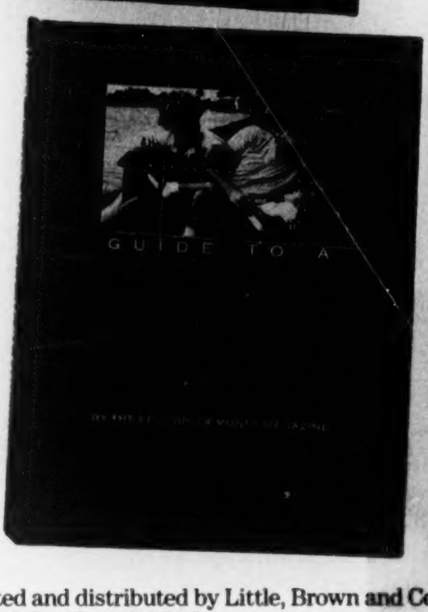

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A wealth of new computer titles from a diverse range of publishers proves the field is alive and well.

By Joanne Tangorra

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Congress Gets Fair Use Bill

Rep. Robert Kastenmeier, the Congressional copyright expert, has introduced a bill that would overturn two recent court decisions on use of unpublished materials, which authors and publishers complain would make biographies particularly difficult. In effect, it adds just four vital words to the 1976 Copyright Act. Similar action is expected in the Senate. *Page 10*

Pantheon: The Controversy Continues

Statements by the American Booksellers Association and star Random House author James Michener, and a quantity of newspaper comment skeptical of Pantheon's role and its defenders, were features of the continuing public furor over the departure of André Schiffrin and the top Pantheon editors. *Page 12*

Grove Auction: The Field Narrows

The field of front-running bidders for Grove Weidenfeld, currently on the auction block, appears to have narrowed to 10, including Random House, Harper & Row, S &S and Macmillan. A bid of $11.6 million from a group led by Grove founder Barney Rosset was turned down. The financial group handling the sale said that a deal is expected shortly. *Page 11*

Shaffer Replaces Reilly at Macmillan

William Reilly, president and COO of Macmillan, is resigning to manage K-III Holdings, of which he is also president and CEO. His place will be taken by David Shaffer, former executive v-p of Macmillan Electronic Publishing. *Page 10*

New Terms Offered by BDD

All books from Bantam, Doubleday and Dell-Delacorte are being offered under new terms, beginning May 1. These include discounts ranging from 44%–46% and free freight. *Page 13*

Inside a Sales Conference

Harcourt Brace Jovanovich recently gave *PW* the opportunity to attend a sales conference for a forthcoming children's list, and the results are described in West Watch, on *page 39*.

Computer Books for Spring

It's a market that's changing but still thriving, and computer-related titles from a number of publishers are listed beginning on *page 17*.

Summer Announcements Issue on Sale

Next week's Summer Announcements issue, dated April 6, will be on sale at selected newsstands. For information on locations, call Eastern News Distributors, at (800) 221-3148.

Call for Information: 'Show Daily'

Preparations are under way for another issue of *Show Daily*, our newspaper published during the ABA convention. Publishers with authors at the show for speeches, signings or other activities, or who want to call attention to special projects, displays, or other ABA-related stories, please send material or otherwise communicate with Daisy Maryles at *PW*, 249 West 17th St., New York, N.Y. 10011 ***not later than April 30.***

AAP Sales Report for January

Category	% change, January*	% change, YTD
Adult hardcover	23.0	23.0
Adult paperback	28.6	28.6
Juvenile hardcover	4.7	4.7
Juvenile paperback	9.4	9.4
Univ. pr. hardcover	20.8	20.8
Univ. pr. paperback	12.5	12.5
Bibles, etc.	13.0	13.0
Mass market paperback	25.4	25.4
Book club	3.0	3.0
Mail order	-20.3	-20.3
Sci-tech	10.9	10.9
College texts	13.4	13.4
School texts	-6.6	-6.6

*Percent changes measured against same time periods, 1989.

***This was the rosy sales picture** that began 1990, according to the AAP's monthly sales report. As can be seen, adult hardcover and trade paperbacks and mass market paperbacks are all sharply up over the same month in 1989, by unusually large amounts. Children's sales, which generally lead the pack, showed only modest advances.*

Crime Marches On: Mystery Writing & Publishing Today
How Mysteries Are Sold • Indiana's Gallman: Euro-Hoosier
British American: A Small House with Big Resources

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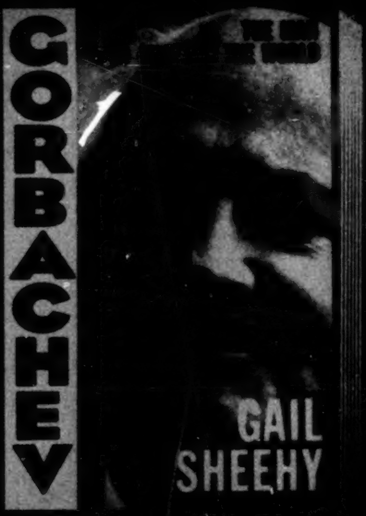

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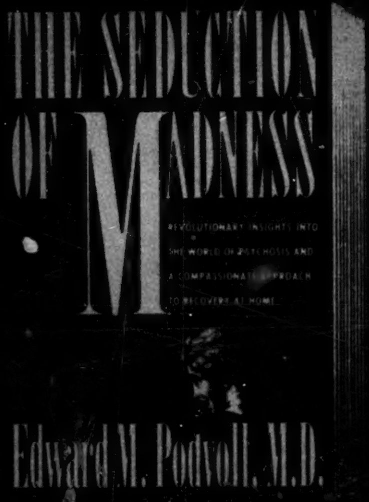
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The sky may no longer be the limit for the expectations of mystery publishers, but with the proper selectivity, attention to series, and encouragement of promising newcomers, the swag should continue to roll in

By Carolyn Anthony

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Some of today's top crime writers are breaking new ground in terms of setting, sleuths and motivation

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EDITED BY MADALYNNE REUTER

Time to Acquire Lane, Publisher of Sunset Books

Time Warner has agreed in principle to acquire Lane Publishing Co., publisher of *Sunset* magazine and Sunset Books and producer of Sunset Films. The purchase price will be approximately $225 million, consisting of about $80 million in cash and $145 million in preferred stock.

Sunset Books specializes in lifestyle trade paperbacks that are moderately priced and distributed not only through book and department stores but also in such nontraditional outlets as plant nurseries, hardware, home improvement, building supplies and stationery stores. The company, which is set among spectacularly landscaped grounds in Menlo Park, Calif., south of San Francisco, also publishes illustrated coffee-table books.

The roots of the company go back to 1898, when the Southern Pacific railroad began publishing a magazine to promote the West—and its railroad. Laurence W. Lane bought the magazine in 1928, and three years later the first booklet was published as promotion for the magazine. Soon Sunset became one of the first book publishers to move into supermarket and specialty stores, to develop its own wire racks, to distribute through magazine wholesalers and to publish house-written titles. The sons of Laurence Lane, L. W. (Bill) Lane Jr. and Melvin B. Lane, are co-chairmen of the family-owned company, which has about 400 employees, and will serve as consultants to Time Warner.

Both books and *Sunset* will be part of Time Warner's subsidiary, the Time Inc. Magazine Company, headed by Reginald K. Brack Jr.

Justice Department Sued For Harassment

A distributor of sexually oriented films and other materials has filed suit in federal court accusing the Justice Department of harassing businesses like it under the rubric of an anti-pornography program suggested by the "Meese Commission."

The suit, brought by Adam & Eve of North Carolina, said in the suit and in statements by its lawyer that the company has been the subject of grand jury investigations in Kentucky and Utah as part of a "moral crusade" waged by the Justice Department.

The firm's attorney, Bruce Ennis of Jenner & Block of Washington, D.C., said, "DOJ agents have systematically threatened, harassed, and intimidated Adam & Eve in an attempt to prevent the company from conducting a legal and constitutionally protected business."

Ennis' firm described the company as one that distributes "sexually oriented but non-obscene publications and videotapes, as well as contraceptives" by mail, only to adults, and only on request. The company was formed in 1970 by two University of North Carolina family-planning graduates as the first contraceptive mail-order business, which now grosses about $20 million a year.

The suit, filed in U.S. District Court for the District of Columbia, asked the court to bar the Justice Department from threatening criminal prosecutions, taking action against the company or otherwise intimidating the company because of its business.

Ennis said Justice began harassing Adam & Eve in 1986 after it created the National Obscenity Enforcement Unit, as suggested by the Pornography Commission headed by then Attorney General Edwin Meese. The unit in turn formed an investigative unit, PostPorn. The PostPorn method, Ennis said, includes threatening to prosecute the company in every jurisdiction possible at a prohibitive legal-defense expense for the target "unless the company goes out of business." —HOWARD FIELDS

Godoff Returns to AMP After One Month at Doubleday

One month after she left to become executive editor at Doubleday, Ann Godoff has returned to Atlantic Monthly Press in her previous position as vice-president and executive editor.

At Doubleday, Godoff told *PW*, "I realized how much I like being in a small publishing house. It came to me in a flash, as a kind of epiphany, and I wanted to leave before I got committed to projects." She emphasized that she found "tremendous talent" at Doubleday and that Stephen Rubin, president and publisher, and his staff had made her feel welcome. "But it was a coming to terms with what freedom I have here in acquiring and publishing on a book-by-book basis."

Specializing in mainstream nonfiction, of which the bestselling *Parting with Illusions* by Vladimir Pozner is an example, Godoff said she felt her authors could be better served in an independent house.

Noting that Godoff has been instrumental in building Atlantic Monthly Press since the beginning of its present structure in 1986, publisher Carl Navarre said, "We feel very lucky to have Ann back with us."

In a memo to the Doubleday staff, Rubin announced Godoff's departure with "enormous regret" and added, "Atlantic is offering her the chance to do a kind of personal hands-on publishing that could be a unique opportunity."

AAP Sales Report for February

Category	% change, February*	% change, YTD
Adult hardcover	-19.9	2.1
Adult paperback	20.4	27.8
Juvenile hardcover	16.6	11.4
Juvenile paperback	28.7	39.7
Univ. pr. hardcover	9.1	14.5
Univ. pr. paperback	29.9	19.5
Bibles, etc.	77.5	51.9
Mass market paperback	44.2	24.0
Book club	-10.5	-4.5
Mail order	4.6	-9.0
Sci-tech	6.5	11.3
College texts	5.4	15.6
School texts	43.9	15.8

*Percent changes measured against same time periods, 1989.

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Looking East: The Book Scene in E. Germany, Czechoslovakia, Russia
The Action in Bologna • Report on Book PubWorld
New Kids on the Block—A Publishing Phenomenon Too

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PSS Posts First Quarter Profit, Sees Possible Reorganization

Price Stern Sloan recently announced a $35,000 profit for the first quarter of 1990. Sales for April are 8% better than projected for the year. And the Los Angeles-based company is waiting for an outside analysis before it makes an announcement at the end of June as to what direction it will be taking; this may involve a merger, acquisition or outside financing.

These announcements come on the heels of considerable 1989 losses. PSS reported an $800,000 loss for the first quarter and posted a net loss for the year of $11.7 million. PSS chairman and CEO Larry Sloan said his company took a loss of $4.3 million on the sale of its United Kingdom company, a writedown of deferred taxes of $1.1 million, and a writedown of inventories, authors' advances and prepublication costs.

"We took the opportunity to get rid of old inventory and to remainder things that we might not have done at another time," Sloan said.

The 1989 losses are attributable to a few factors that occurred within a short time span, Sloan said. The primary problems stemmed from the 1987 U.K. launching of the Questron line, an electronic wand used with workbooks. (PSS Limited, a wholly owned English subsidiary, grew out of Thurman Publishing, which PSS bought seven years ago, bringing with it the world rights to the Mr. Men Series.)

"Our first year with Questron in the U.K. was as good as any we'd ever had," Sloan said. "In our second year, we were deceived enough to think it would go on like that."

In 1987, PSS also purchased HP Books, which had its first full year in 1988. In the same year PSS also took back Questron from Random House. With the influx of new product came problems in the warehouse and computer system. "HP Books were suddenly in there and that was bigger than anything we'd been doing," said Sloan. "I would say that in 1988 we lost four or five million dollars in volume from books we couldn't get out."

Last fall, a deal for a management buyout of PSS Limited, financed by a Scottish investment banking firm, collapsed. "If the deal had gone through as expected, it would have made us whole again," Sloan said. "We would have made back our initial investment of $6 million." PSS Limited was sold this January to Serif Games Limited. The English rights to the Mr. Men and Little Miss Series were sold to World International, and PSS will receive royalties from both companies.

The investment banking firm of Donaldson, Lufkin & Jenrette was called in last fall to do an analysis of the company. A potential conflict of interest resulted in the resignation from the PSS board of Martin Levin, a director of the company and former head of Times Mirror books, who had been retained as a consultant to work with Donaldson, Lufkin. Gary Nardino, chairman and CEO of Orion Television Entertainment, has taken his place.

While waiting for the results from Donaldson, Lufkin, PSS has done some cost cutting of its own. It has also raised prices. "We've always been underpriced," said Sloan.

In the meantime, Sloan said the company plans to continue on its most profitable lines, as well as introduce new ones. A fifth *Wee Sing* video and an eighth *Wee Sing* book and cassette package will be released later this year. This spring PSS introduced *Magic Penny Puzzlers*, which use the *Mad Libs* format but allow players to reveal the answers by rubbing a coin on the page. —Lisa See

AAP Sales Report for March

Category	% change, March*	% change, YTD
Adult hardcover	-2.9	4.1
Adult paperback	19.4	22.9
Juvenile hardcover	-3.7	1.9
Juvenile paperback	45.2	28.6
Univ. pr. hardcover	-11.4	6.5
Univ. pr. paperback	13.2	17.2
Bibles, etc.	-10.4	15.6
Mass market paperback	-3.0	19.2
Book club	-0.3	-2.6
Mail order	-16.2	-8.7
Sci-tech	16.9	17.2
College texts	29.4	13.7
School texts	0.0	8.8

*Percent changes measured against same time periods, 1989.

300 IPA Delegates Explore Copyright Issues in Paris

Nearly 300 delegates representing publishers from 27 nations met for three days in April in Paris's historic Palais Luxembourg for the International Publishers Association second symposium on copyright.

The issue of size was examined. Hachette vice-chairman and CEO Yves Sabouret said few medium-sized publishers would be able to compete globally and predicted that only a dozen large media groups and many small publishers would be around by the end of the decade. Jean Manuel Bourgois, group managing director of the Groupe de la Cité conglomerate, defended the medium-sized publisher, supported the future of niche publishing and stressed the need to continue the creativity of editors. Grasset's eloquent editorial chief Yves Berger made a passionate if somewhat subjective plea for keeping literary agents out of the French literary scene.

Williams & Wilkins president Sara Finnegan, chairman of IPA's STM group, outlining the dangers of unauthorized copying to the viability of ever more specialized scientific publishing, also stressed creativity. Replying to a question on the low amounts paid to authors of scientific works, STM's secretary general Paul Asser said the scientist's main reason for publishing is probably recognition and career advancement, not monetary gain.

Enormous losses to publishers through reprography were reported; for STM publishers alone it was estimated that 58% of potential income was lost. On the positive side, reports by heads of various reproduction rights organizations showed not only increasing acceptance of RPOs but also increasing income generated by them for publishers and authors throughout the world. Copyright Clearance Center president Eamon Fennessy urged publishers to join their local organizations. Ferdinand Melicher, chairman of the International Forum of Reproduction Rights Organizations, declared, "If you can't beat them, license them!"

Delegates enjoyed dinner on a *bateau-mouche*, a concert and a reception at the Hôtel de Ville where the deputy mayor of Paris decorated IPA president Andrew Neilly of John Wiley & Sons with the "medaille vermeille" of the City of Paris.

—Fred Kobrak

Kobrak is a partner in Kobrak-Higham Associates.

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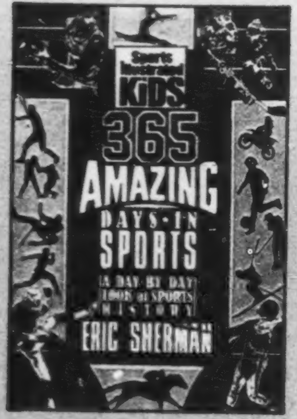
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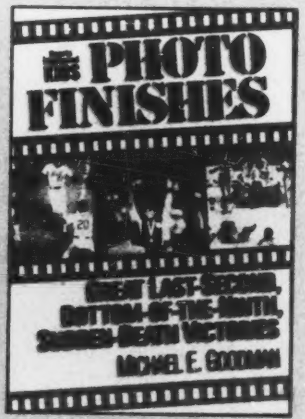
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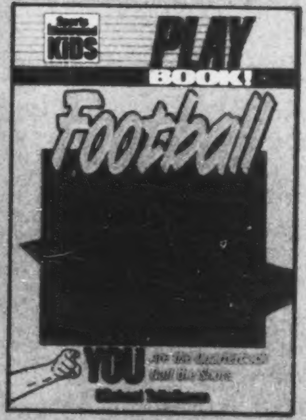
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EDITED BY JOHN MUTTER AND MAUREEN J. O'BRIEN

Floor Displays: Not Just Dumps Anymore

Considered ugly space-hogs by some booksellers, floor displays remain an inexpensive, effective merchandising tool

BY RICHARD H. BROWN

Despite increasing bookseller investment in artfully designed built-in and freestanding permanent display fixtures (*PW*, July 21, 1989), despite fierce competition among publishers for floor space in the stores, and despite the reluctance—on aesthetic grounds—of some retailers to use them, the corrugated display business appears to be flourishing.

Such are the results of surveys of display manufacturers, a survey of booksellers done by Cahners Publishing's Market Research Department (see boxes, pp. 39, 40) and an informal sampling of booksellers.

Among specific findings:

- The complicated displays of the past are now used for only a handful of titles a year.
- Dumps, once used mainly for mass market titles, are a widely accepted aid to selling certain trade paperback and hardcover books.
- Booksellers—even ones who don't like their looks—find that corrugated displays sell books and are cost-effective.
- Mass market publishers produced some one million displays last year.

Rise of the Dump

Corrugated "book dumps" first appeared in the 1950s as a convenient means of shipping mass market paperbacks. The prepacked tray, when sent with an easy-to-assemble corrugated base, could be quickly converted by booksellers into a display stand. Using prepacks assured the publisher of selling a fixed quantity of books (usually more than the bookseller had planned to buy), while the retailer benefited by ending up with an easy-to-assemble display unit.

It wasn't long before all mass market publishers were offering prepacked displays each month for their lead titles. As each house tried to outdo the other, the industry went through a period of sensational displays featuring life-sized, die-cut figures in full color (a few of which were geared to talk), double- and even triple-layered headers, floral scents—even motors to make parts of the display move.

These displays got attention, but they were enormously expensive to produce, and they were often too large to fit in the available floor space.

In recent years, most of the mass market houses have either given up on the "full-blown specials" completely or have cut them back to just a few a year. They are now commonly used only for the blockbuster book or for special promotions.

Wanted: Small but Catchy Dumps

A bookstore survey conducted last year for *PW* by the Cahners Research Department showed that 64.4% of the respondents indicated that they use freestanding in-store displays. They cite two simple reasons for this: the displays help sell books and are cost effective.

Some 35.6% of the responding stores declared that they did not use corrugated displays. The two chief reasons: lack of space and a judgment that book dumps were generally unattractive.

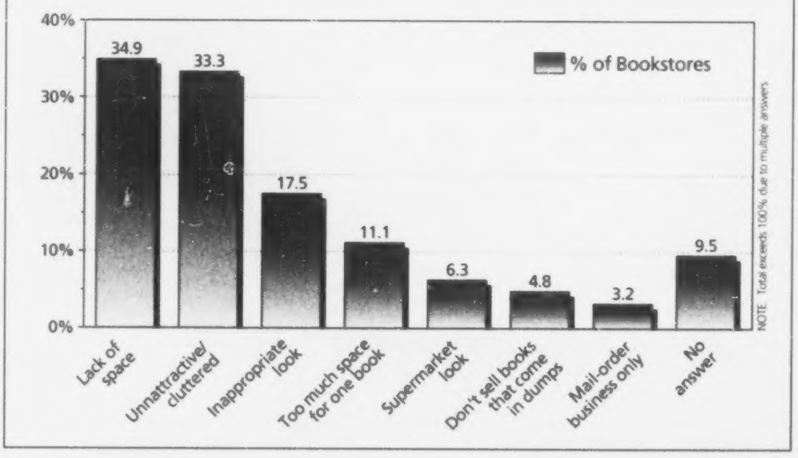
PW recently interviewed several booksellers to expand on these findings and explore their implications. Among the booksellers who were bullish about the corrugated floor display was Bruce Dasse, divisional merchandise manager of Waldenbooks, who said, "It's by far the best vehicle for selling mass paperbacks, especially in the initial period."

Other bullish booksellers included both Rupert LeCraw, owner of Oxford Books, Atlanta, Ga., and Jim Troxler, owner of the Village Book Store, Tupelo, Miss. LeCraw commented: "A dump definitely helps a book with besteller potential get off the ground." Troxler was even more emphatic, saying, "We use them all the time. A stand will sell a book. You can't do nearly as well off the shelf. Of course, the title's potential better warrant the kind of quantity you have to buy to get the stand."

The chief complaint of the booksellers with whom *PW* spoke had to do with the cluttered look they said the dumps gave their stores. Joe Gable, manager of the Border's Book Shop, Ann Arbor, Mich., minced no words: "We don't use them because they look like junk." In this environmentally conscious age, there are also concerns about impact of excess cardboard.

Dan Odegard, owner of Odegard Books of Minneapolis, was both kinder and more ambivalent in his

Reasons for not using Free-Standing In-Store Display Stands



NOTE Total exceeds 100% due to multiple answers

***Brown** is president of Practical Book Displays and former advertising sales director of* PW.

assessment: "They seem to work, but nobody really likes them because they're ugly and demean the basic architecture of the store. We tend to use them out of necessity—because they're effective."

Such aesthetic and environmental concerns were echoed by booksellers who have installed permanent display fixtures that can be made to serve many of the same purposes of the corrugated stands and that fit in more pleasingly with the decor of the store.

Bill Rickman, president of Kroch's & Brentano's, Chicago, was one of those whose stores, 19 in all, are "fixtured the way we want to show books," but who still uses corrugated dumps, albeit "very selectively." He stressed, however, that the store would never use more than one or two at a time within a department and that "we police them and take them down as soon as they've served their purpose."

For all his enthusiasm for the corrugated dump as a selling tool, LeCraw of Oxford is among those booksellers who have added permanent display fixtures that have led to less use of publisher-provided stands. "We're not taking them on the way we did in the old days when all we had were shelves," he said. "But we still use four to six a month."

The general consensus is that publisher-provided special displays are considered more attractive than standard dumps. However, these cost three to four times as much to produce. With that sort of investment, the number of books that must go with them represents a considerably greater investment for both bookseller and publisher.

Limited bookstore space creates great competition among publishers. One publisher complained that "you knock yourself out to be creative and then everybody's doing it. The stores demand that you be spectacular, but then they also want you to be compact. So you go back and try to be different yet again, but there's just so much innovation you can come up with. That's why we've given up on specials and are going solely with generic stands."

Except for minor refinements, generic corrugated displays—or display formats applicable to any title—remain virtually unchanged from the days of early rock 'n' roll and Hula Hoops. Often a generic tray and base are combined with a specially produced header designed for a specific title.

Bookstores Use of Free-standing In-store Displays

Use	64.4%
Don't use	35.6%
Total respondents	177

Millions of Dumps

It is estimated that all the major mass market paperback houses together produce approximately one million such floor display units annually (with perhaps another couple of hundred thousand counter displays among them). Though there are small differences from house to house, the general configurations include a base bearing the publisher's logo and a tray divided into six, eight, nine or 12 pockets that present books face outward. Nine pockets are most common.

Pocket depths vary widely, from as shallow as 2½ inches to as deep as 6¾ inches. A publisher may stock trays with as many as four additional intermediate depths to account for the differences in bulk among titles as well as the number of copies to be featured. Most trays carry 36 copies, though some hold as few as 18, or as many as 54.

Among the virtues of the generic floor stand for a publisher is the fact that it can be ordered from the manufacturer in quantity at a favorable price and inventoried for use as needed. Stocking quantities range from 5000 or less to as many as 60,000.

Stands are distributed in accordance with the market's response to a publisher's output from month to month. Frequently they are offered, but find no takers. Sometimes they go out in quantities as low as several hundred for regional coverage only; other times, at 5000 or more. About 2000 is average for a typical mass market title at most houses.

Joy of Stacks

What was at first primarily a phenomenon of mass market paperbacks has now become a standard tool of trade publishing as well. Today, corrugated displays merchandise illustrated trade paperbacks with "impulse" appeal, hardcover books selling in mass market numbers and children's and YA series.

As far back as the 1950s, corrugated displays were used in the launching of major new cookbooks and dictionaries. In the 1970s, mass market IDs took on trade paper editions like the *Joy of Sex* and original Avon romances in floor dumps. Trade paperbacks in many categories (from cartoon books to restaurant guides, from licensed character tie-ins to inspirational titles and pop poetry) began appearing in counter displays next to bookseller cash registers and in floor stands as well.

During the 1980s, there were the unprecedented million-copy sales of hardcover books, many of them published by mass market houses and involving dumps. By the end of the decade, corrugated displays for major hardcover titles were common.

Also in the 1980s, the dramatic growth in retail sales of children's books brought with it the kind of aggressive merchandising represented by the corrugated display unit. Dumps were apt to find a home in the expanded footage devoted to children's books.

Because of the great variety of trim sizes and book bulks, trade hardcover and paperbacks and children's book displays are usually "special"—designed specifically for a title. But two- and four-pocket generic floor displays for a few hardcover trim sizes are not uncommon.

With so many publishers now involved in what had once been the sole province of the mass market paperback, it is extremely difficult to calculate the total number of corrugated units now being brought to the marketplace. It is clear, however, that there is still widespread agreement among publishers of all kinds that floor displays are the most efficient way to ship and show a book to potential buyers.

Few disagree that in many instances book dumps produce far better results than advertising. As one publisher put it: "There just aren't enough dollars available to support a book nationally. With any kind of decent distribution on a display, at least a book has a chance."

That is the attitude that seems to prevail more often than not among retailers as well. Ugly duckling though it may be in the eyes of some, the old-fashioned corrugated display can still justify its place in the aisles of America's bookstores (the majority of them, at any rate).

Publishers Weekly *wishes to thank Practical Displays Marketing Inc., for permitting the author to use information gathered in the course of a market research project.* ☐

Good Times for Hobby and Craft Publishers

1989 U.S. Export Figures • James Michener Picks Up the Pace

Memoirs from the 'Godfather of Soul' Florence King Interview

Publishers Weekly®

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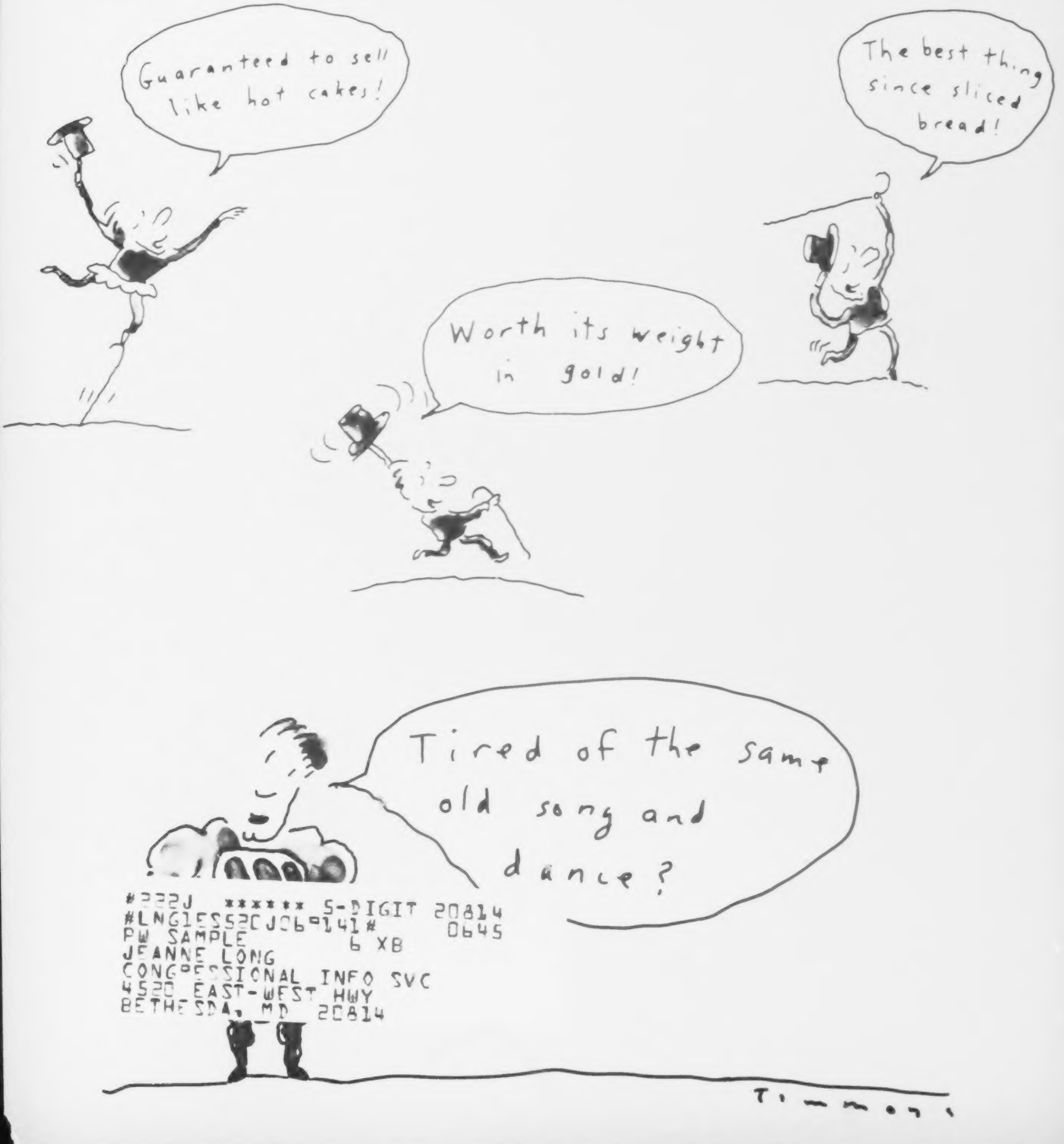
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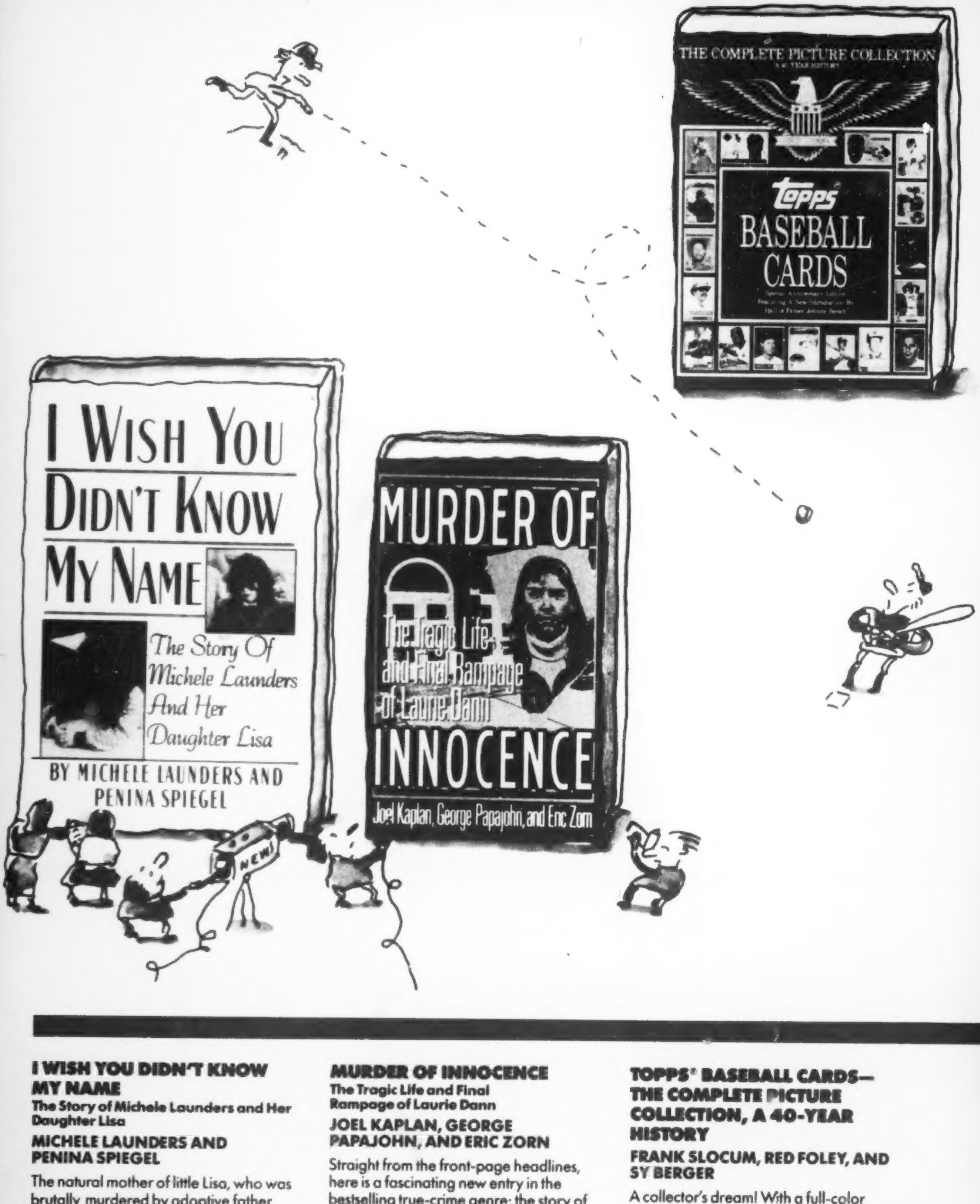
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HIGHLIGHTS

Ban Sought on Libel Awards

A number of media groups, including the AAP, have filed a joint *amicus* brief urging the Supreme Court to abolish punitive damages in libel awards. They ask that damages be limited to actual damages sustained, saying punitive awards are unconstitutional. The court is expected to rule early next year. *Page 13*

Woman Arrested in Bookstore Protest

A woman who tore up copies of *Esquire* magazine in a Bellingham, Wash., bookstore to protest one of its features about women was arrested and charged with malicious mischief; since she refused to post bond she was held in jail. The store owner said she had chosen an "illegal form of protest," and her action was an attempt at censorship. *Page 14*

Persecuted Writers Get Awards

Seventeen writers from around the world who have been victims of political persecution—including one from the United States—have each received awards of $10,000 through the Fund for Free Expression, headed by former Random House CEO Robert Bernstein. The money comes from the estates of Lillian Hellman and Dashiell Hammett. *Page 15*

U.K.'s Deutsch Seeks Merger

One of Britain's only remaining independent trade publishers, André Deutsch, is seeking a partner for an alliance or merger that will help it grow, "rather than continuing to operate on a shoestring," according to CEO Tom Rosenthal. He said the firm is now in good shape, but "we're not big enough to stand alone." *Page 14*

Crafts Books in Spotlight

Books on hobbies and crafts, long a publishing staple, are expanding in numbers as more specialist publishers enter the field. One of its significant features today is the nature of the crossover audience—women's interest in areas formerly reserved for men, and vice versa. *Page 17*

U.S. Book Exports: A New High

U.S. book exports surged to a new record level in 1989, expanding by 21.4% over 1988 to a total of $1.125 billion in dollar value, according to figures released by the Department of Commerce. The export-import ratio was 58.4 to 41.6 in 1989, also a considerable improvement over the previous year. These figures are part of a statistical roundup that begins on *page 26*.

Michener & Rodale: A New Team

James Michener has been downsizing his approach to publishing at the same time that Rodale has been expanding beyond its specialized base. Trade News describes how the two met in the middle—and other current Michener plans. *Page 34*

Copublishing with Japan

The giant Toppan company in Tokyo has entered into copublishing arrangements, involving Japanese-English editions, with Addison-Wesley and Simon & Schuster, and early results seem to augur a promising new development. See our Transpacific column, *page 36*.

AAP Sales Report for April

Category	% change, April*	% change, YTD
Adult hardcover	61.1	17.8
Adult paperback	1.3	17.5
Juvenile hardcover	46.0	14.3
Juvenile paperback	34.8	27.7
Univ. pr. hardcover	2.2	2.6
Univ. pr. paperback	-10.9	11.9
Bibles, etc.	7.6	17.0
Mass market paperback	33.9	22.4
Book club	-1.0	-2.2
Mail order	-19.0	-7.9
Sci-tech	20.4	17.1
College texts	0.7	11.4
School texts	16.0	12.0

*Percent changes measured against same time periods, 1989.

***An extraordinary sales increase** for adult hardcover books was a feature of the April sales report compiled by the AAP. It showed a 61.1% increase over the same month last year, for a year-to-date figure 17.8% ahead. Adult paperbacks were equally strong YTD, though their April sales barely held their own. Children's books continued a spectacular advance, with paperbacks furthest ahead; so did mass market paperbacks, currently up 22.4% over their 1989 sales level. Only book club and mail-order sales continued to lag.*

Balancing the Books, 1989

U.S. Book Exports Pass $1 Billion; World Data Reported

BY CHANDLER B. GRANNIS

The value of U.S. book exports in 1989 increased by a handsome 21.4% over the 1988 record total, for a new record figure of $1.125 billion. Total units sold abroad surged by 32%, for a total of 377.5 million books, according to the U.S. Department of Commerce, Bureau of the Census.

Imports in 1989, valued at $799.9 million, were a shade below the figure for 1988. The 1989 ratio of U.S. book exports to imports was 58.4 to 41.6; in 1988 it was 55.5 to 44.5.

Figures on U.S. foreign trade have been compiled by *PW* from Department of Commerce printouts supplied by that bureau's publishing industry specialist, William S. Lofquist, who has also provided additional tabulations.

Significant changes in U.S. foreign book trade reporting were introduced starting in October 1989. Large miscellaneous groups have been broken down into separate classifications. In exports, a dozen groups replace the previous eight. Import categories are dramatically

TABLE A

U.S. BOOK EXPORTS, 1989
Shipments Valued at $2500 or more
(dollars and units in thousands)

	1989 $	% Chg. 88–89	1989 Units	% Chg. 88–89
Dictionaries	4,636.0	-8.3	1,163.9	+33.6
Encyclopedias	31,234.0	-7.2	5,669.5	-15.2
Textbooks	198,481.0	+22.5	35,278.4	+92.5
Bibles & Other Religious Books	61,109.0	+42.9	50,544.5	+13.6
Technical, Scientific, & Professional Books	383,415.0	+58.0	57,225.5	+5.5
Art & Pictorial Books	16,858.0	—	6,716.5	—
Hardbound Books not elsewhere indicated	108,567.0	—	40,213.5	—
Rack-size Paperbound	170,025.0	+59.0	92,162.2	-6.9
Other Books not elsewhere indicated	129,504.0	—	188,491.6	—
Children's Picture Coloring, Drawing	10,170.0	+15.0	—	—
Music Books	8,223.0	+0.1	—	—
Atlases	935.0	—	—	—
TOTAL EXPORTS	**$1,123,155.0**	+21.4	**477,465.4**	+32.0

Comparative percentages by William S. Lofquist.

TABLE B

TECHNICAL, SCIENTIFIC & PROFESSIONAL BOOKS: U.S. EXPORTS TO MAJOR COUNTRIES, 1989
(in thousands)

Canada	$ 71,218
United Kingdom	62,953
Australia	43,442
Japan	40,799
Germany, West	31,756
France	15.517
Netherlands	11,959
India	10,178
Brazil	8,147
Singapore	7,849
Ireland	7,556
Mexico	6,464
Hong Kong	5,899
Taiwan	5,174
Sweden	4,595
Italy	4,047
Switzerland	3,861
S. Africa, Rep.	3,786
Korea, South	3,651
Spain	3,467
China	3,101
New Zealand	2,665
Denmark	2,192
Belgium	2,116
Finland	1,917
Portugal	1,478
TOTAL, WORLD	**$ 383,415**

1988-1989 % change +58.0

TABLE C

U.S. BOOK IMPORTS 1970–1989 (in thousands)

1989	$ 799.9
1985	564.3
1980	511.6
1975	147.6
1970	92.0

TABLE D

1981-1983
TRANSLATION PUBLISHING
Principal Countries & EEC

	1981	1982	1983
*Belgium	1,071	798	854
Canada	364	300	499
Czechoslovakia	729	1,673	1,161
*Denmark	1,120	1,387	1,503
Finland	1,454	1,425	1,250
*France	2,794	1,894	3,436
Germany, East	707	841	909
*Germany, West	4,904	8,168	7,500
*Greece	482	—	—
Hungary	419	1,227	1,397
*Italy	1,871	2,034	3,939
Japan	2,754	2,479	2,498
Norway	983	1,000	1,004
Poland	591	1,009	704
*Portugal	449	949	704
*Spain	6,361	7,381	7,447
Sweden	840	2,128	1,996
Switzerland	897	1,002	1,106
USSR	7,171	7,196	7,443
*United Kingdom	1,035	1,070	1,143
United States	1,086	1,319	969
Yugoslavia	981	1,599	1,297
ALL REPORTED COUNTRIES	43,841	52,198	55,618

Among EEC countries (*), no translation figures from Ireland are reported, and only single-digit figures from Luxembourg and the Netherlands. Total includes countries not listed here. Source: UNESCO.

TABLE E

U.S. BOOK IMPORTS, 1989
Shipments Valued at $1250 or more
(dollars and units in thousands)

	1989 $	1989 Units
Dictionaries, Thesauruses	$4,624.0	1,327.0
Encylcopedias (incl. installments)	5,283.0	870.4
Textbooks	79,267.0	16,601.9
Bibles & Other Religious Books	30,680.0	30,102.8
Technical, Scientific, Professional	94,197.0	19,426.2
Art, Pictorial:		
under $5 each	16,528.0	12,737.3
$5 and up each	19,843.0	1,759.3
Hardbound Books not elsewhere indicated	285,561.0	89,489.8
Rack-size Paperbound	27,048.0	20,610.1
Other, not over 4pp.	3,962.0	18,519.6
5–48pp.	49,272.0	120,643.7
49pp. or more	136,342.0	76,554.6
Children's picture, coloring, drawing	39,862.0	—
Music Books not elsewhere indicated	2.947.0	—
TOTALS	**$799,932.0**	**468,642.9**

TABLE F

U.S. BOOK EXPORTS COMPARED TO TOTAL U.S. BOOK SALES, 1970–89
(in thousands)

	Exports	Tot. sales	Exports as % of total sales
1989	$ 1,123.2	$ 14,000.0	8.0
1985	591.2	10,156.0	5.8
1980	518.9	6,411.0	8.1
1975	269.3	3,789.3	7.1
1970	174.9	2,677.0	6.5

Compiled by William S. Lofquist

revised; the "Other Books" line, which had lumped nearly 86% of dollar totals into one figure, is replaced by several groups, and the imports tabulation now includes 14 groups in all. Generally, the export and import categories are broadly compatible with actual industry practice. The previous import tabulations existed mainly to serve U.S. Customs needs in connection with the now defunct manufacturing clause.

Another change is a revision in the value of shipments recorded. Export figures now cover no individual shipments valued at under $2500; and import data, none at under $1250. The Census Bureau now states that it has adjusted the reported figures to include estimates for the shipments at the lower valuations.

Tables A, exports, and E, imports, are the key tabulations. Art and pictorial books are shown separately for the first time; atlases are newly shown; music books are noted; and pamphlets and small books are accounted for. Unfortunately, most children's books are not counted in the "children's" category, which relates to novelty ("toy") and picture books primarily.

Table F, provided by Lofquist, compares book exports with total book sales in selected years. We have added Table C to show import sales, which can be compared with the export totals for the same years.

Tables G and I show trade, by country, between the U.S. and major trading partners including European Economic Community (EEC) members; the countries are ranked according to 1989 transactions in U.S. dollars.

In Table H, Lofquist has shown export trends in the vital area of technical, scientific and professional books—34% of all book export dollars in 1989. Table B, in the same subject area, indicates 1989 exports to major countries and the EEC.

Tables D, J and K have been developed by *PW* from the *UNESCO Statistical Yearbook for 1989*, published early in 1990, but numbers for Canada, the U.K. and the U.S. were obtained from national sources. They show trends for the years indicated in title output by principal book-producing countries including those in the EEC, and translations in major languages by all countries. ☐

TABLE G

1988–1989 U.S. BOOK IMPORTS

Shipments Valued at $1250 or More. Principal Countries & European Economic Community

(Ranked by 1989 dollar amounts, in thousands)

	1988 $	1989 $	1988 Units	1989 Units
*United Kingdom	184,698	189,482	52,305.7	52,430.2
Japan	152,143	120,694	82,842.7	54,480.4
Hong Kong	94,427	102,504	55,293.4	49,378.5
*Italy	54,468	62,409	27,875.2	38,899.0
Canada	72,428	61,896	210,714.1	104,962.3
Singapore	31,932	44,774	19,959.9	19,573.7
*Spain	41,970	42,947	18,546.0	14,369.1
*Germany, West	35,201	37,438	12,140.9	11,167.7
*Netherlands	13,198	14,648	2,994.3	4,436.1
Korea, South	17,224	12,618	11,498.8	6,893.7
*Belgium	9,447	12,396	3,919.9	4,854.7
*France	11,261	10,638	8,772.7	4,524.2
Taiwan	9,583	9,893	7,793.4	7,572.5
Colombia	9,992	9,355	6,663.7	5,450.5
Switzerland	6,792	8,640	1,940.3	2,173.7
Mexico	8,779	7,100	7,492.3	3,275.4
*Denmark	1,581	6,521	2,610.3	1,402.9
Israel	6,507	6,004	1,808.1	1,661.6
Yugoslavia	4,183	5,815	2,905.9	4,428.3
Australia	5,829	5,314	1,243.7	1,587.1
China	4,589	4,887	6,194.2	2,480.8
Sweden	3,418	3,133	3,695.2	1,573.4
****WORLD TOTALS**	**$800,501**	**$799,932**	**561,477.8**	**408,642.9**

*EEC country.
**Includes figures for the countries not specifically listed here.

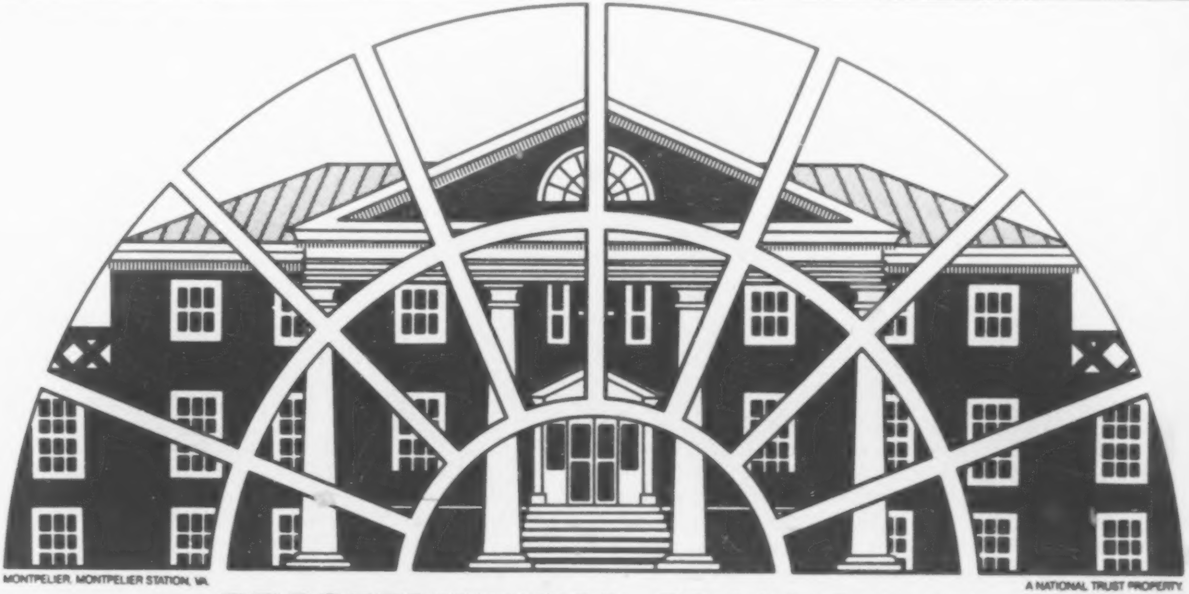

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TABLE H

TECHNICAL, SCIENTIFIC & PROFESSIONAL BOOKS: U.S. SALES AND EXPORTS, 1970–1989

(in thousands)

	U.S. TSP exports	Total U.S. TSP sales	TSP Exp. as % of sales
1989	$ 383.4	$2,400.0	16.0
1985	140.5	1,789.5	7.9
1980	53.9	978.7	5.5
1975	44.0	575.1	7.7
1970	24.9	311.0	8.0

Source: William S. Lofquist

TABLE J

1981-1983 TRANSLATION PUBLISHING

By Language Source

	1981	1982	1983
English	18,445	22,208	24,468
French	4,977	6,205	6,084
German	3,964	4,501	4,818
Russian	5,919	6,238	6,370
Italian	1,327	1,433	1,645
Scandinavian	1,446	1,908	2,151
Spanish	619	715	847
Classical (Gr.,Lat.)	732	839	1,116
Arabic	169	298	322
Japanese	141	208	222
Chinese	103	159	148
Other	5,999	7,486	7,427

TABLE I

1988–1989 U.S. BOOK EXPORTS TO MAJOR COUNTRIES

Shipments Valued over $2000 or More. Principal Countries & European Economic Community

(Ranked by 1989 dollar amounts, in thousands)

	988 $	1989 $	1988 Units	1989 Units
Canada	$364,371.0	$394,180.0	143,381.2	168,523.6
*United Kingdom	141,824	167,638	45,862.3	63,578.6
Australia	69,500	112,683	35,216.2	50,377.2
Japan	58,972	79,159	17,710.6	31,377.2
*Germany, West	28,395	39,873	10,152.9	12,290.1
*Netherlands	28,274	32,735	10,696.9	12,610.9
Mexico	14,786	26,339	9,823.3	10,542.3
Singapore	15,924	21,715	7,009.8	11,541.8
*France	19,076	21,448	5,859.1	6,649.8
India	15,270	16,615	4,129.4	4,344.3
Brazil	14,406	14,910	5,563.7	4,839.1
South Africa Republic	11,205	14,752	5,379.2	9,203.1
Taiwan	9,183	12,648	2,938.7	6,420.3
Philippines	10,271	11,949	5,988.8	7,203.1
Hong Kong	8,674	10,987	2,487.8	4,400.0
*Ireland	7,027	9,782	1,363.9	2,591.7
New Zealand	6,999	8,007	2,806.1	4,884.1
*Italy	7,147	8,815	2,041.3	3,537.1
Korea, South	6,467	7,764	2,106.5	3,143.9
*Spain	3,236	7,208	1,118.0	2,613.7
*Portugal	318	4,836	98.6	1,757.8
Venezuela	2,935	4,232	1,553.6	5,618.9
*Belgium	4,786	3,999	1,336.2	2,063.8
*Denmark	1,883	3,031	—	—
*Greece	362	598	—	—
*Luxembourg	19	39	—	—
Switzerland	7,192	6,922	2,834.0	2,814.7
Sweden	3,912	6,403	1,344.8	2,303.4
China	4,528	6,179	1,179.4	1,883.6
**TOTAL EXPORTS	$925,224.0	1,123,155.0	—	—

*EEC country.
**Includes figures for the countries not specifically listed here.

TABLE K

1985–1987 WORLD BOOK TITLE OUTPUT

Principal Publishing Countries & EEC

	1985	1986	1987
AFRICA			
Egypt	1,366	1,416	1,276
Nigeria	2,213	—	2,352
Tunisia	540	—	1,160
NORTH AMERICA			
Canada	5,639	6,623	7,263
Cuba	2,168	2,114	2,315
Mexico	5,482	4,897	7,725
United States	52,994	52,637	56,027
SOUTH AMERICA			
Argentina	—	4,818	4,836
Brazil	17,648	—	—
Chile	1,638	1,499	1,654
Venezuela	—	—	1,202
ASIA			
Bangladesh	—	1,806	1,709
China	40,265	—	—
India	11,660	12,543	14,965
Indonesia	—	2,480	2,052
Iran	5,568	—	2,996
Israel	2,214	—	—
Japan	45,430	44,686	—
Korea, South	35,837	41,543	44,288
Malaysia	2,554	3,397	—
Philippines	—	804	1,768
Sri Lanka	—	2,368	—
Thailand	7,289	7,728	—
Turkey	6,685	—	—
EUROPE			
Austria	8,440	9,560	8,910
*Belgium	8,327	—	—
Bulgaria	5,171	4,924	4,583
Czechoslovakia	9,844	10,020	10,565
*Denmark	9,554	10,957	11,129
Finland	8,930	8,694	9,106
EUROPE continued			
*France	37,860	37,701	43,505
Germany, East	6,218	6,486	6,515
*Germany, West	54,442	63,724	65,670
*Greece	4,651	—	—
Hungary	9,389	9,857	9,111
*Ireland	2,679	—	—
*Italy	15,545	16,297	17,109
*Luxembourg	297	367	355
*Netherlands	12,629	13,368	13,329
Norway	3,559	3,284	6,757
Poland	9,649	9,881	10,416
*Portugal	10,293	10,782	7,733
Romania	5,276	—	—
*Spain	34,684	38,405	38,302
Sweden	9,532	10,587	11,516
Switzerland	11,822	11,626	12,410
*United Kingdom	52,994	57,845	59,837
Yugoslavia	11,175	10,734	10,619
OCEANA			
Australia	10,251	7,460	—
U.S.S.R.			
U.S.S.R.	83,976	83,472	83,011
Byelorussia SSR	3,432	3,182	—
Ukraine SSR	8,362	8,155	8,134

SOURCE: UNESCO Statistical Yearbook, 1989, except U.S. figures, supplied by *Publishers Weekly* from R.R. Bowker Data Services, New York; U.K. figures from *The Bookseller*, London; Canadian figures (corrected) from Statistics Canada, (Michel Frève, Book Publishing Survey manager), Ottawa. U.S. figures do not include publications of state and local governments, some institutions, company reports, proceedings, lab manuals, yearbooks, U.S. Government Printing Office output and university theses. However, the books of University Presses, religious organizations and other nonprofit publishers are included.

*EEC country.

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Religious Books in Secular Stores: A Special Survey
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A/V: A Good Time at ABA • A Century for Agatha Christie

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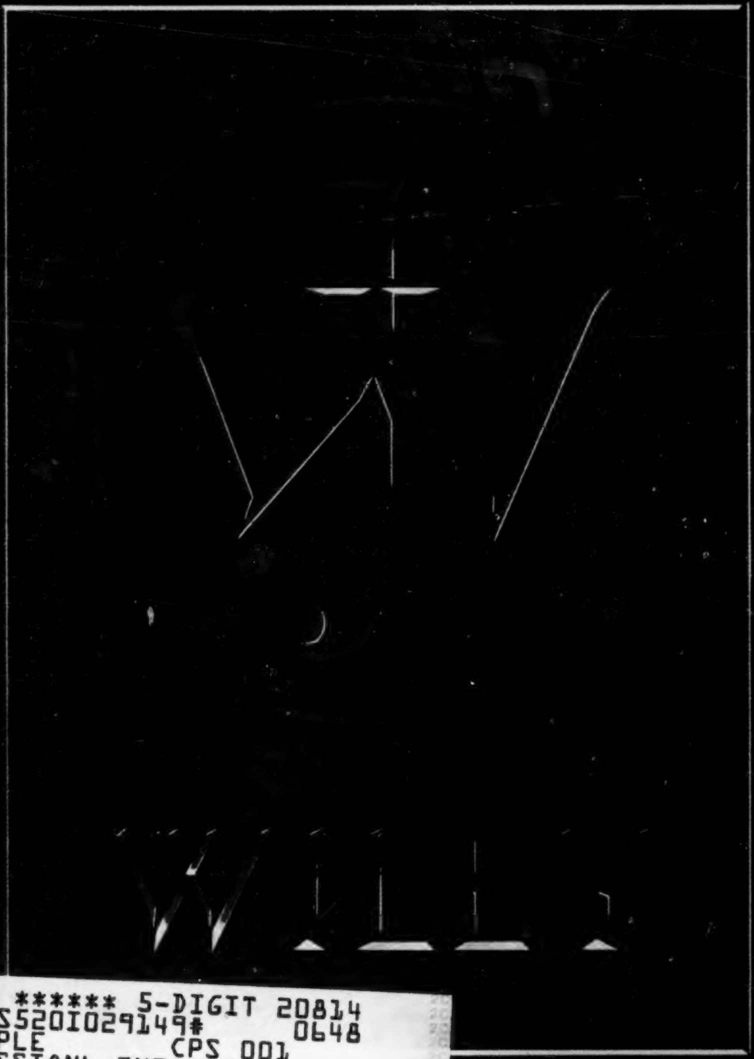

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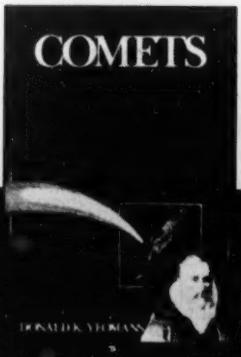
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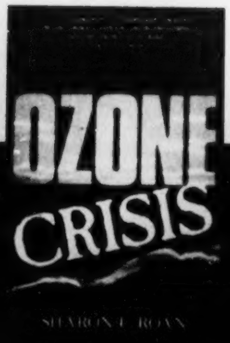
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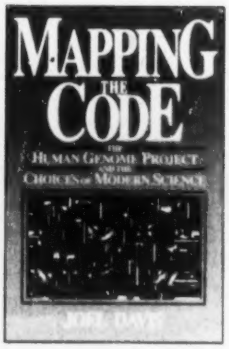
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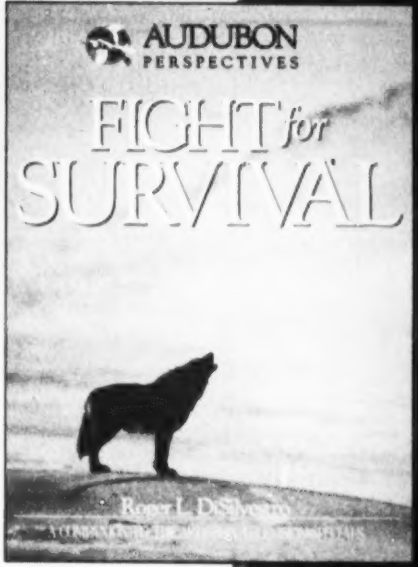
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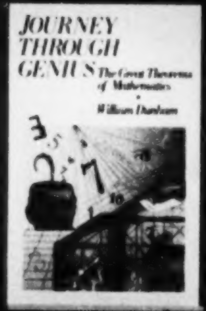
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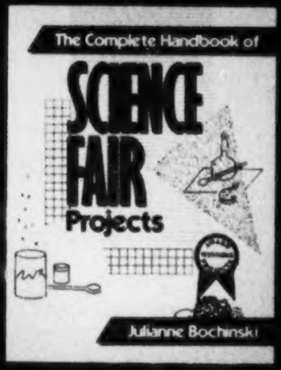
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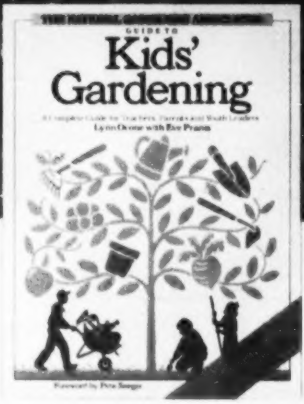
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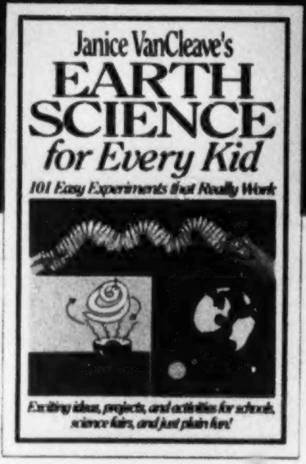
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PRE CBA

A PW CAHNERS SURVEY

Religious Titles in the Secular Store

Data Show Stronger Acceptance But a Need for More Guidance

BY WILLIAM GRIFFIN

The good news, according to the results of a special survey conducted by *PW*/Cahners on the religious book market, is that almost three-quarters of the general book community does stock and sell religious books, and some are planning to expand the category. Many other data, noted below and in the accompanying charts, range from the commonplace to the astounding.

Of the 295 booksellers who responded to the survey mailed on May 11 to 1000 *PW* subscribers, 71.5% carried religious books. The rest noted that they did not because they were a specialty store (54.8%), there was no demand (20.2%) or there was not enough space (10.7%). *PW*'s findings are the result of a base of the 211 respondents who have religious stock in their stores.

What kind of bookstores make up the 211? Nearly half—43.7%—were general independent bookstores; 18.3% were specialty independent stores; 11.5%, college/university bookstores; and 16.3% were national and regional chains. Their average revenues in 1989 were $1,040,000.

The average revenue from the sale of religious books in 1989 was $27,245. Bibles accounted for the largest part of the sales (23%), followed by inspiration (19%), New Age (15%) and motivation (11%).

The average number of religious titles carried was 236, although a little over a third had less than 75 on their shelves. About 25% plan to increase their religious book inventories in 1991. Average space allocated to religious books was 8.7% of total space.

More than half the stores surveyed put the titles in the "Religious" section, and less than 25% separate titles according to religious affiliation.

Bible Queries

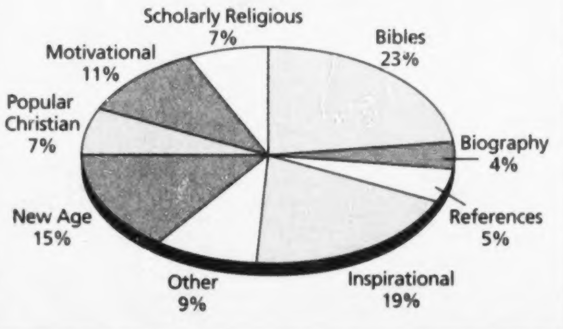
Scripture held sacred by a faith or a denomination was the most popular type of religious book kept in stock, with Protestant Bibles occupying 60% of the inventory; Catholic Bibles, 24%; and Jewish, 6%. "The shoplifting problem with Bibles has increased 500% in the last six months," confessed one disconsolate bookseller, reluctant to choose the Renaissance solution to pilferage: chaining the Bibles to tables or walls.

As to which Bible to stock, most general bookstores didn't seem to know their Apocalypse from their Zachariah. The various versions and manifold bindings had produced only confusion. For many managers, this has been excuse enough for not carrying the troublesome title in the first place. For others, help could be a telephone call away, if only they knew the number (distributors like Spring Arbor and Riverside do have Bible hotlines).

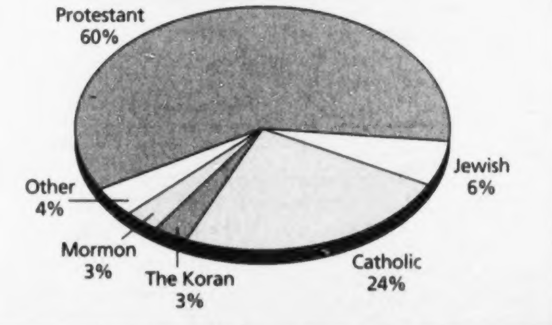
What Booksellers Look For

Of the respondents, 86.3% were involved in the purchase of religious titles. Subject matter and author's reputation were still ranked as the most important considerations when ordering new titles, followed by price. Customers' requests

Percentage Breakdown of Bookstore Sales of Religious Books



Percentage Breakdown of Bibles Carried in Terms of Religious Denomination



(79.1%) and publishers' catalogues (48.8%) still ranked as the most important sources for information on religious titles, followed by reviews and articles in trade journals (43.1% and 42.4%, respectively).

While 61% of the respondents said publishers' sales reps visit or call on them, only 35% of this group seemed to be impressed by their sales reps' knowledge about religious product.

Publishers won by a nose over wholesalers/distributors when it came to who got the majority of orders. Of the 49.8% of the wholesalers/distributors, Ingram got 83.9% of the business; Baker & Taylor, 57.1%; Riverside Book & Bible, 18.5%; and Spring Arbor, 17.6%. Clearly, general bookstores get their religious books and Bibles from the distributors they deal with for the rest of their stock.

Best of the Class

With regard to publishers' reputations with the responding stores, the most popular were, in descending order, Zondervan, Harper San Francisco, Nelson, Abingdon and Tyndale.

With regard to caliber of sales reps, customer service, return policy, product quality and advertising/promotion, Harper San Francisco won the day, followed closely by Nelson and Zondervan.

Most of the booksellers responded to the question "What can religious publishers do to help you sell their books?" with the usual litany—more advertising, more in-store promotion, more personal contact with sales reps, larger discounts, full-credit returns, etc.

But these responses also revealed that religious publishers may have to change strategies if they want their books to cross over from religious to general bookstores.

"Print quality books and skip the fluff," was one response, and it sounded both simple and profound. But, of course, it was neither. What might be a fluffy book to one reader might indeed be a quality book to another reader. Which is another way of saying that each segment of a market will get its books only if it makes itself known.

"Update to reflect present-day issues in conflict with traditional 'religious' thought," was how another bookseller responded. Which was another way of saying that religion seems outdated, and that religious publishers should modernize their product so that it would sell better. But the nature of religion has always been such that it has had its greatest appeal when it was at its most static, most traditional, most orthodox. Hence, updating to sell more may be an illusion.

"Publish books with gay and lesbian authors/themes," was another reply . . . which was another way of saying that religious publishers should publish books with a new and positive, rather than a traditional and negative, point of view on homosexuality.

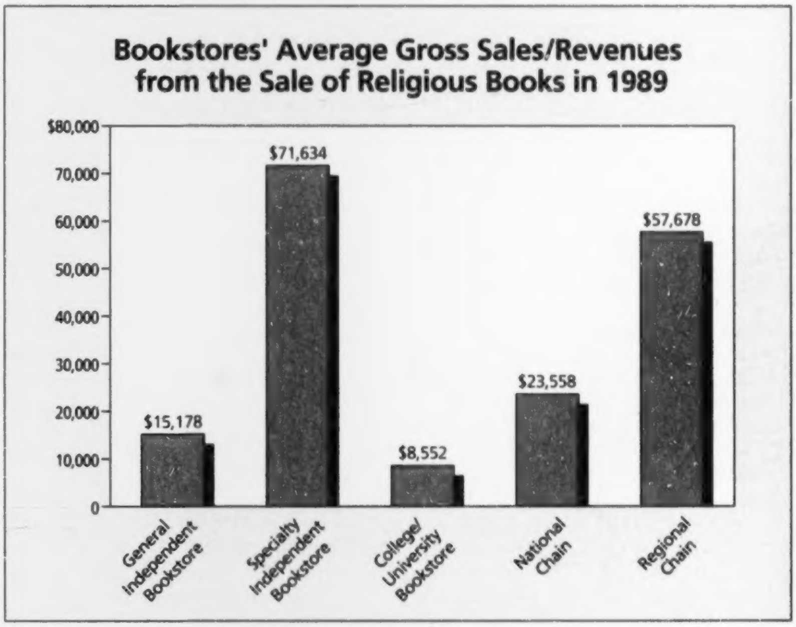
Religious publishers—that is to say, purveyors of Christianity in book form—continued to express both surprise and dismay when they discovered that, in the limited shelf space, often bumping the Christian product, are what one general bookstore has listed as "post-Christian, comparable religion, Native American, goddess, mythology, science and philosophy."

Of all the subgenres in religious publishing, only fiction seemed to need no passport in going from one market to another.

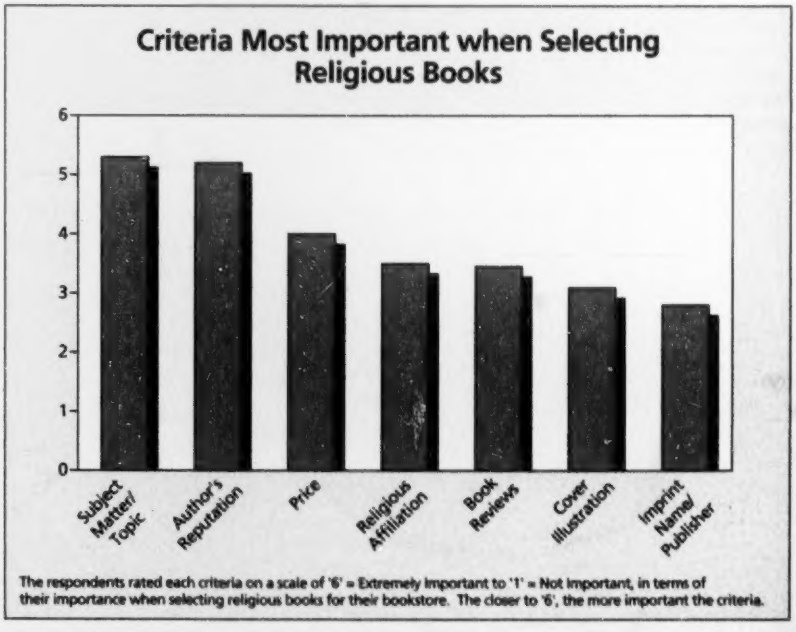
"No general bookstore," lachrymosed one Moses from the religious retailing desert, "can fill all the religious customers' needs."

Vice versa.

Amen.



Bookstores' Average Gross Sales/Revenues from the Sale of Religious Books in 1989



Criteria Most Important when Selecting Religious Books

The respondents rated each criteria on a scale of '6' = Extremely Important to '1' = Not Important, in terms of their importance when selecting religious books for their bookstore. The closer to '6', the more important the criteria.

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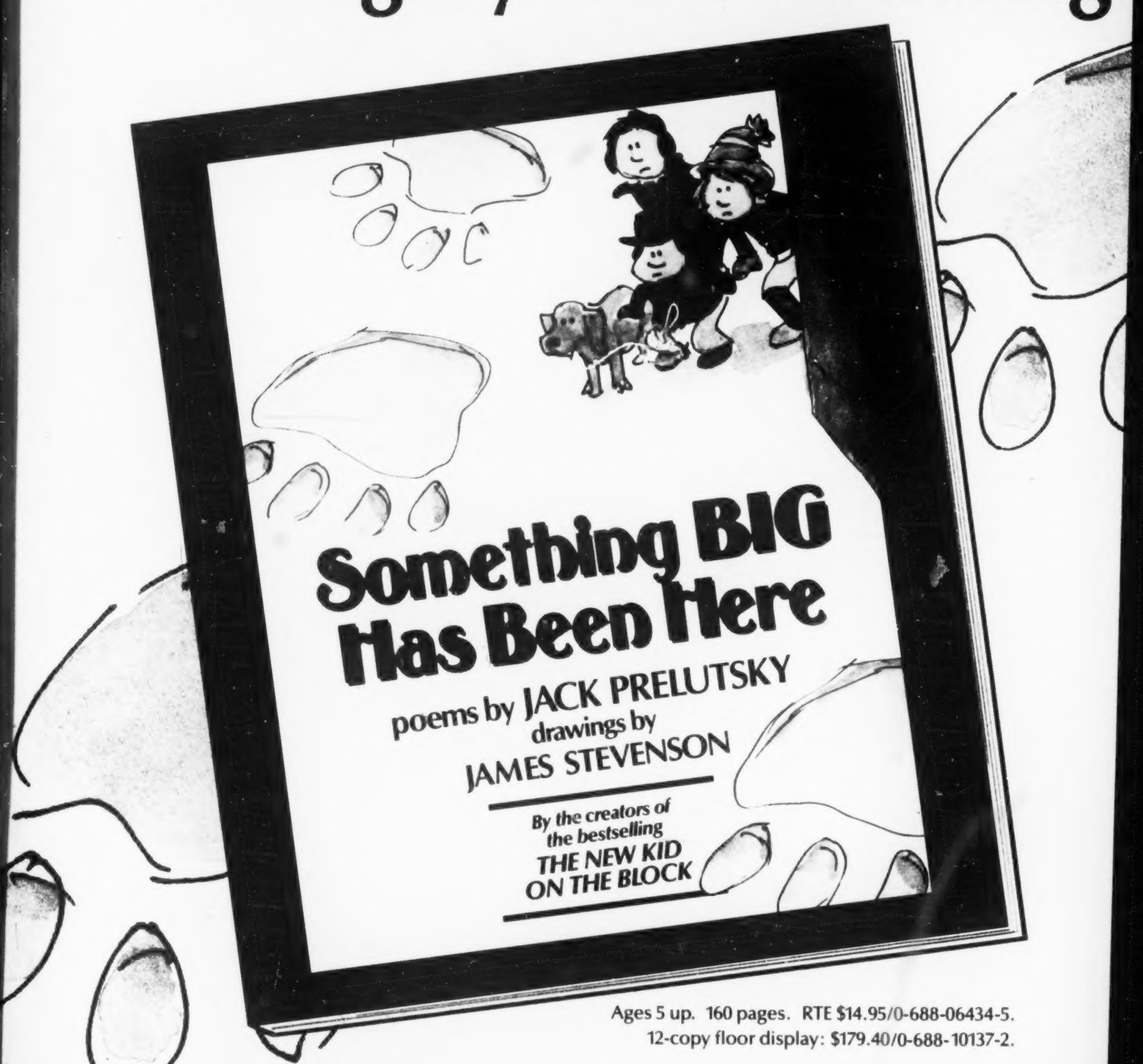

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By John Bethune

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HarperCollins U.K. Acquires Unwin Hyman

Conglomeration in British publishing advanced a stage further July 10 with the announcement that Unwin Hyman, one of the few remaining medium-sized independents, has been acquired by HarperCollins U.K.

The deal, for which no figure was disclosed, covers the whole of the capital of the company, which was formed in 1986 by the merger of Allen & Unwin and Bell & Hyman. Unwin Hyman's revenues in 1989 exceeded $28 million and it has 200 employees in Britain and overseas.

The U.S. subsidiary, Unwin Hyman Inc. of Boston, will become part of HarperCollins North America. A management buyout is being concluded for the Australian subsidiary and similar negotiations are being held with the New Zealand subsidiary.

Unwin Hyman's previous shareholders were Unwin Enterprises (owned by the family of the legendary publisher Sir Stanley Unwin), followed by Hambros Bank and the family of Robin Hyman, the company's chairman and chief executive.

Hyman said, "The fit within HarperCollins for our trade, academic and educational publishing could not be better, and the substantial resources offered by this highly respected worldwide company with such first-class marketing will enable these lists to flourish."

HarperCollins CEO Terry Kitson told *PW* that both Unwin Hyman staff and employees of Thorsons, the New Age house Collins acquired last year, would eventually move into the new premises in Hammersmith, where HarperCollins is due to relocate later this year.

Job Loss Expected

Some job losses among Unwin Hyman's U.K. staff of about 120 are expected. "We're surveying the problem of redundancies," said Kitson, adding that "the full effects of the acquisition will be seen once we have moved." He said he expected layoffs to be "kept to a minimum, as there will be many opportunities in an expanding company, which wants to grow its education list." He said no decisions have been made on whether the Unwin Hyman name will be retained.

—VIVIENNE MENKES

AAP Sales Report for May

Category	% change, May*	% change, YTD
Adult hardcover	-18.9	4.3
Adult paperback	3.4	14.2
Juvenile hardcover	33.9	19.6
Juvenile paperback	25.7	18.9
Univ. pr. hardcover	15.7	12.6
Univ. pr. paperback	87.3	26.9
Bibles, etc.	64.9	25.9
Mass market paperback	14.3	21.2
Book club	1.3	-1.5
Mail order	-11.2	-12.4
Sci-tech	-2.6	12.6
College texts	1.1	19.5
School texts	2.9	8.6

*Percent changes measured against same time periods, 1989.

Ghostwriter of Novel Wins Right to Credit, but Bitter Dispute Goes On

Virginia Gardner, the ghostwriter of the Berkley mass market novel *Mirror, Mirror* that appeared in January 1988 under the sole byline of socialite Betsy Von Furstenburg, has won the right in a settlement to be credited as co-author.

Gardner had sued Von Furstenburg, her agent Jeanne Drewsen and the Putnam Berkley Group. Although the agreement, in the form of a consent decree, was reached June 26, eight days after a jury trial began in U.S. District Court in Manhattan, the dispute continued out of court.

It was sparked by a press release issued by Gardner's lawyer James W. Dabney, an intellectual property litigator who is her husband and a partner in the New York-based firm of Pennie & Edmonds. The release said that Gardner "claimed that Putnam's publication of her work under Von Furstenburg's name violated state, federal and foreign country statutes prohibiting false attributions of authorship."

Dabney was quoted as saying that "This is the first case since the United States joined the Berne Convention in 1989 to test authors' rights to credit for their work." Quoted later, he said, "The injunction sends a clear message: authors have statutory, property-based rights to credit for their work, which publishers ignore only at their peril."

Gardner's opponents say the quarrel was a contract matter and that statutory claims were not an issue.

Berkley Breaks Silence

Because of "misrepresentations" in the press release and subsequent news stories, Karen Mayer, vice-president and general counsel for the Putnam Berkley Group, said she was breaking with the publisher's policy of not discussing litigation. "In my 11 years of practice I have never seen a case that involved more of a waste of resources. This was a very simple contract dispute." She said Berkley had no contract with Gardner, only with Von Furstenberg.

"It was plain to us at Berkley that had the case gone to the jury, we would have won hands down. But it was also plain, because of the ferocity of emotions, that the case would have gone on to appeal. In a determination with the other defendants, we felt the settlement made sense. It contains no admission of liability but only an acknowledgement of Virginia Garnder's role in the preparation of the book." Of the many factors involved in the settlement, Mayer said the primary one was "we didn't want to waste more time and money." She emphasized that the consent decree had no precedential value.

Jeanne Drewsen, Von Furstenburg's lawyer, said the settlement was "very favorable" for her client as to the financial agreement. Under terms of the consent decree, the amount is to remain confidential. A public relations spokesperson for Gardner, who had asked for damages of $500,000, said the sum was "in six figures." A Berkley lawyer, Lee Kinnally of Gibney, Anthony and Flaherty, said Berkley had agreed to pay only Gardner's attorneys' fees.

Drewsen said that "Gardner's statutory claims were not adjudicated in any way" and she claimed that Judge Thomas P. Griesa consistently reminded Dabney that the case involved only contracts. Two were signed in 1983. Drewsen said the first was an agreement between Von Furstenburg and Berkley to publish the book. The second, Drewsen said, was between Von Furstenburg and Gardner providing that Gardner would write the book, would have primary responsibility and would do so for one-third of

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New Books for Fall

A Look Ahead at Thousands of Titles

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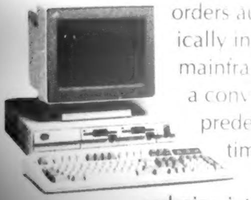

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Unwrapping the Books for Fall 327

Book publishers are preparing to unwrap a fall season that seems to be packing its first few months with even more titles than usual

Edited by Gayle Feldman with Maria Simson
Compiled by Lori Goodman, Beth Levine,
Karole Riippa, William Squier and Bella Stander

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Author Charges Non-Compete Clause Is Restraint of Trade

Simon & Schuster in Copublishing Agreement with Hungarian House

S. Dak. Supreme Court Finds for Viking and Matthiessen in Libel Suit

Arlene Friedman Named Editorial Director of Literary Guild

Prague to Be Scene of Book Fair

Grove Weidenfeld Recoups And Looks to the Future

Britain's Publishers Association Welcomes Back Macmillan

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HIGHLIGHTS

Late Bulletin: Helprin/Van Allsburg to Penguin

Penguin USA has signed author Mark Helprin and artist Chris Van Allsburg to a two-book contract. Terms were not disclosed. The books, two original fables, are packaged by Armand Eisen for his Ariel Books imprint. Penguin acquired world rights in the deal, as well as foreign rights to Helprin's and Van Allsburg's previous collaboration, *Swan Lake*; it has not announced which Penguin children's list will publish the two titles.

Author Sues on Non-Compete Clause

A textbook author is suing his publisher, Richard D. Irwin, over the non-compete clause in his contract, claiming that to prevent him doing a book on the same subject for another publisher is restraint of trade, and therefore illegal and unenforceable. *Page 321*

Britain Bans Royal Household Book

A book written by a former member of Britain's royal household, and published briefly in Canada last month, has been banned from publication anywhere in the world by a British court. *Page 320*

Friedman to Head Literary Guild

Arlene Friedman, formerly a senior editor at Crown, has been named v-p and editorial director of the Literary Guild and Doubleday Book Club. She replaces Maureen Egen, who has resigned to take another position. *Page 321*

Uniform Libel Law Idea Assailed

A draft libel law that would apply uniformly in all states has been attacked by a task force of the Libel Defense Resource Center as too one-sided in favor of libel plaintiffs. *Page 320*

Grove Looks to the Future

Grove Weidenfeld, which has been the subject of much discussion since aborted efforts to sell the company last spring, has been reorganized and restaffed and plans to continue as a publisher of "quality literary books," according to CEO Patrick Peyton and a newly appointed editor-in-chief and marketing head. *Page 322*

New Look in Fall Announcements

This year's Fall Announcements incorporate all publishers, large and small, in the same alphabetical listings, and are divided as usual into hardcover, trade paperback and mass market paperback section. The extensive listings begin on *page 327.*

Information Call: Children's Reference

For a September 28 feature on children's reference books, including dictionaries, atlases, encyclopedias, travel guides, etc., please send information on recently released titles and forthcoming projects to Richard Donahue, *PW*, 249 W. 17th St., New York, N.Y. 10011, ***to arrive no later than Aug. 16.***

June's book sales figures *from the AAP show a continuing erosion in the strong sales gains seen in the spring. Children's paperbacks remain the strongest category in 1990 to date, and adult paperbacks and Bibles are holding up well. University press paperbacks are also strong. Both adult and children's hardcovers have dropped back, however, and mass market has registered its first month of sales declines. Book club and mail-order sales continue to slide, the latter quite precipitously.*

AAP Sales Report for June

Category	% change, June*	% change, YTD
Adult hardcover	10.5	4.5
Adult paperback	19.1	19.7
Juvenile hardcover	5.8	17.2
Juvenile paperback	36.3	29.5
Univ. pr. hardcover	-1.6	8.7
Univ. pr. paperback	8.4	23.1
Bibles, etc.	27.5	25.5
Mass market paperback	-3.4	14.9
Book club	-3.6	-2.5
Mail order	-31.9	-16.5
Sci-tech	-7.5	10.1
College texts	-0.6	7.2
School texts	-1.1	3.4

*Percent changes measured against same time periods, 1989.

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Remainders & Promotional Books for Christmas
Christian Booksellers in Denver • Marketing 'The Plains of Passage'
Children's Book Sales: Now and Then • Tower Books Heading for N.Y

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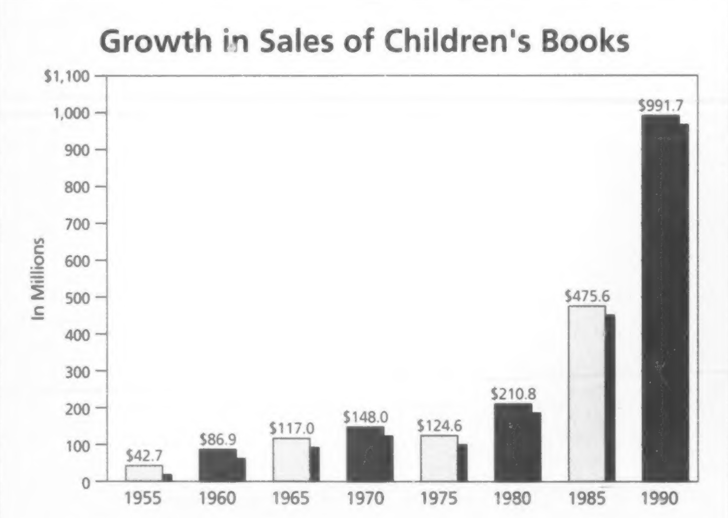
CHILDREN'S BOOK SCENE

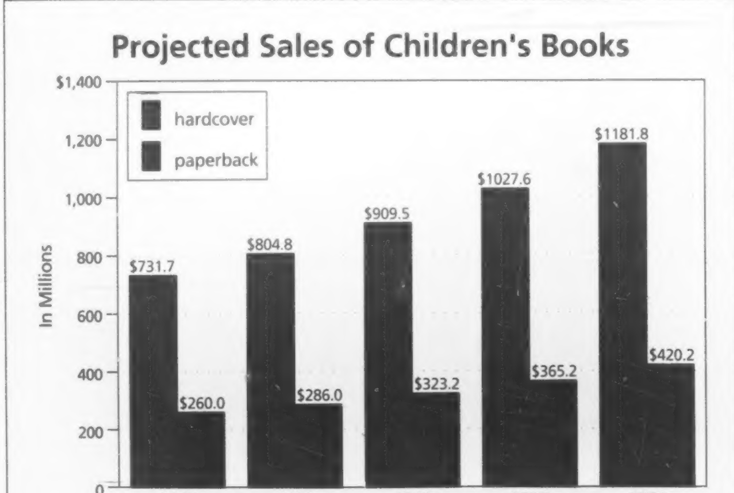
EDITED BY DIANE ROBACK

Children's Book Sales: Past and Future

In this statistical portrait, sales figures confirm a history of extraordinary growth; projections suggest a bright but changing future



Source: Association of American Publishers and Book Industry Study Group



Source: Book Industry Study Group

In the world of publishing, children's books have indisputably been one of the most noticeable success stories of the 1980s. The decade's sales boom is particularly noteworthy when compared to the rate of growth from 1955 through 1980 (see chart at left), which was steady but unspectacular.

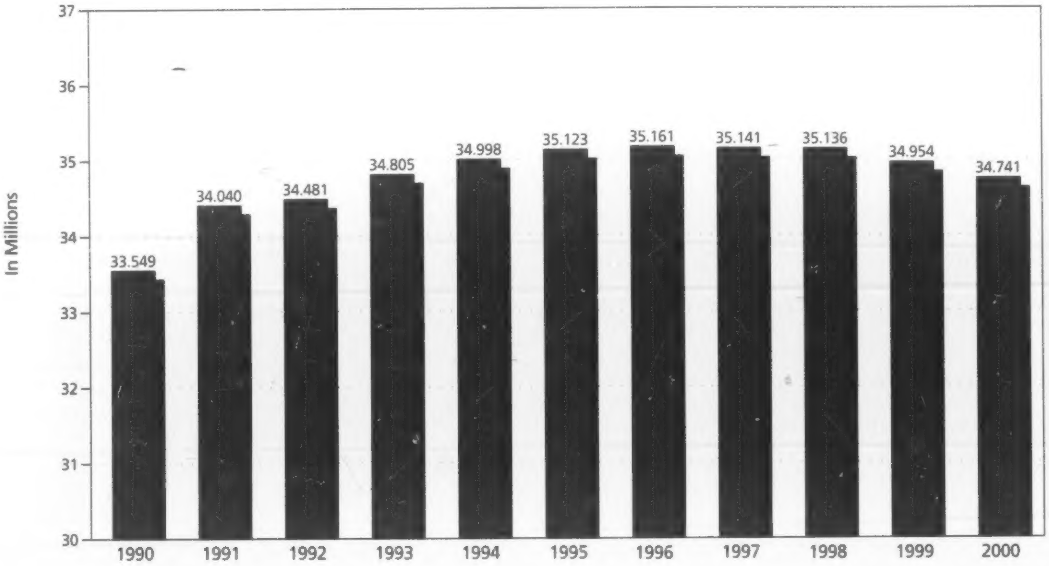
From 1980 to 1985, children's book sales more than doubled, and by the end of 1990 they will double *again*. Though it stands to reason that this level of growth cannot be sustained forever, Book Industry Study Group projections do not yet foresee a downturn: sales are expected to top $1 billion next year for the first time ever, and rise to over $1.5 billion in 1994.

As the children in the baby boomlet start to get older, the concentration in enrollment will of course shift upward into the higher school grades. K-8 enrollment is expected to peak in 1996 with 35,161,000 students, and then begin a slow decline. High school enrollments, however, should continue to grow each year. According to the Department of Education's estimates, in the year 2000 there will be two million more high school students than there are now, while in the K-8 grades there will be only a million more. Given the fact that K-8 represents more than twice as many grades as 9-12, and customarily almost three times as many students, the rate of growth projected for high school enrollments is nearly five times that of primary schoolers.

In luring these new teenagers to books, in competition with other and perhaps flashier forms of entertainment, book publishers clearly have their work cut out for them. Their challenge, in the century's last decade, lies in hanging onto the largest generation yet of children's book consumers, and turning them into lifetime readers and book buyers.

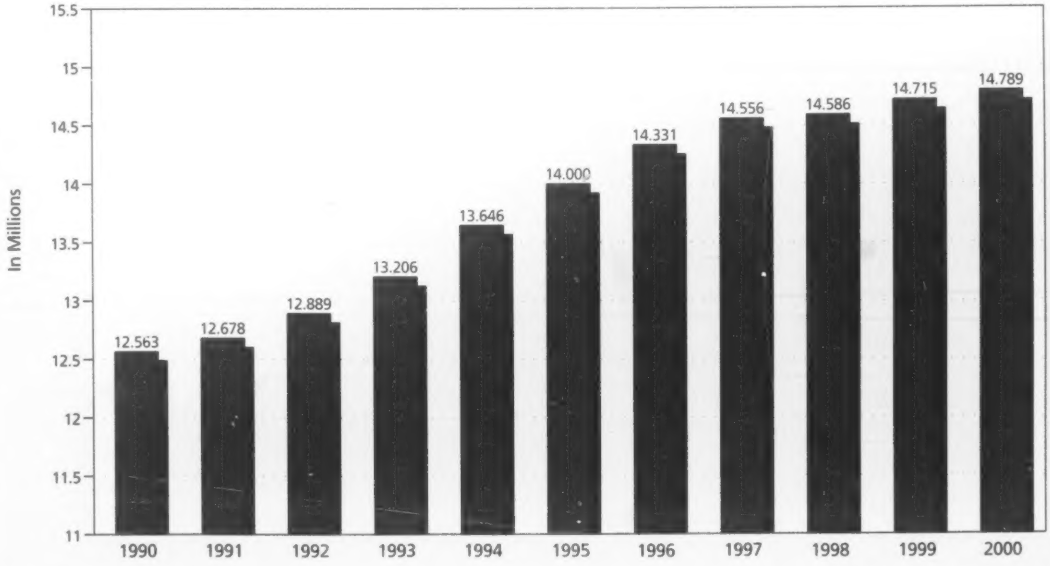
—D.R.

Projections of School Enrollments Through 2000: Grades K - 8



Source: U.S. Department of Education

Projections of School Enrollments Through 2000: Grades 9 - 12



Source: U.S. Department of Education

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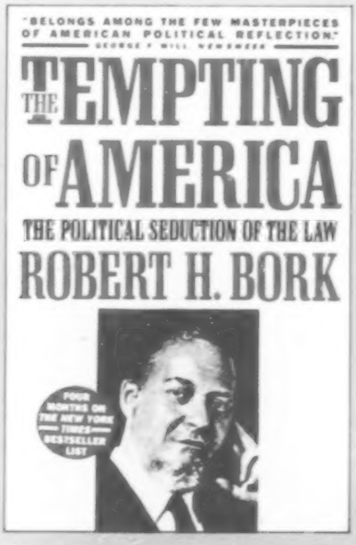
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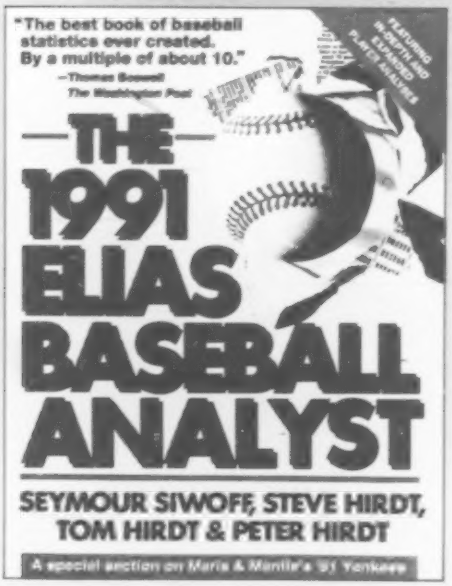
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By Robert Dahlin

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HIGHLIGHTS

Neuthaler: Man of Parts

New BDD chairman and CEO Paul Neuthaler says he was not hired to expand the group into scientific and technical publishing, where much of his recent background is, but to "manage the current business." A corporate spokesperson praised the "amalgam" of Neuthaler's qualities, adding that he takes over BDD after "a most profitable year" although there is "work to be done" at Doubleday. *Page 11*

China Has New Copyright Law

China has adopted its first domestic copyright law, to take effect next June, in a move seen as a first step toward bringing the country into the international copyright community. The new law, announced at the Beijing Book Fair, will protect the works of foreigners whose work is first published in China. *Page 12*

Dispute Affects Packager's Freelancers

A dispute between Silver Burdett and a children's book packager, Kipling Press, over the acceptability of two series, has affected the payment of a number of freelance editors and writers, and the National Writers Union has become involved. *Page 14*

Foundation Denies List Manipulation

The Gannett Foundation, which bought 2000 copies of former Gannett chairman Al Neuharth's book *Confessions of an S.O.B.* last year, denied it was trying to influence the book's position on the best-seller list. *Page 14*

Cookbooks: A Sharper Focus

Still flourishing after many years, cookbook publishers are nevertheless responding to glut with careful approaches that lead to good health as well as pleasure for the palate. See our feature, and a listing of new and forthcoming books, beginning on *page 16*.

Handy Hints for Manufacturers

Book manufacturers received useful tips on saving time, money and trouble in their operations from three executives at a recent Philadelphia Book Clinic meeting. Their advice is summarized in Book Design & Manufacturing, beginning on *page 49*.

Call for Information: Wholesalers

Book distributors who would like to be listed in our annual Holiday Guide to the Wholesalers in the Oct. 26 issue should submit the following information: Holiday phone and/or fax numbers, extended hours, special services, brief description of inventory, turn-around time for Christmas delivery and days closed for the holidays. Send material to Maureen O'Brien at *PW*, 249 W. 17th St., New York, N.Y. 10011, to arrive ***no later than Oct. 1.***

Book sales in July *were a mixed bag indeed, according to figures from the Association of American Publishers. Adult hardcovers slipped further, by a hefty 14.2%, and are only 4.5% ahead of their 1989 level at this point. Adult paperbacks struggled back, and children's hardcovers had a spectactular rebound. Elsewhere, mass market paperbacks held their own, though book clubs and mail order continued to struggle. The AAP also issued its final sales estimates for 1989, which showed an increase of 10.9% over 1988, for a total of $14.7 billion; trade ($3.6 billion) and elhi and college texts ($3.8 billion) were the largest elements. These figures, and other details, are tabulated on page 12.*

AAP Sales Report for July

Category	% change, July*	% change, YTD
Adult hardcover	-14.2	4.5
Adult paperback	14.1	15.2
Juvenile hardcover	32.5	19.8
Juvenile paperback	5.7	25.8
Univ. pr. hardcover	10.8	9.3
Univ. pr. paperback	22.4	20.9
Bibles, etc.	-47.0	10.9
Mass market paperback	4.7	9.0
Book club	1.1	-2.1
Mail order	-7.0	-15.4
Sci-tech	-6.7	7.4
College texts	13.6	8.9
School texts	-0.9	3.1

*Percent changes measured against same time periods, 1989.

China Adopts Its First Copyright Law

China's first domestic copyright law, effective from June 1, 1991, was adopted by the Standing Committee of the National People's Congress September 7 in Beijing.

Although implementation will by no means be easy and considerable distance is yet to be covered before China joins an international copyright convention, the adoption—the timing of which coincided with the last day of the Beijing Book Fair—is a long-awaited first step toward China's fully joining the international publishing community.

Draft laws had been submitted on three previous occasions, but although a growing number of publishers had come to see the advantages of copyright, the broadcasting lobby remained unconvinced and exacted 11th-hour concessions before the legislation was finally able to pass. The law that will take effect next June is far different from the early drafts, which would have made accession to Berne fairly easy. In the interim, therefore, it is likely that individual countries will press to negotiate bilateral treaties with China. Russian copyright officials from VAAP were already visiting Beijing the week the legislation was adopted.

Xu Chao, deputy chief of the legal division of the National Copyright Administration, told *PW* in Beijing that "the law will protect the copyrights of foreigners whose works are first published in China." Works published in Hong Kong and Taiwan "will enjoy the same protection"; theoretically at least, a book published by Oxford University Press or Longman in Hong Kong would be protected. It appears that the works of ethnic Chinese living abroad will be covered.

Xu added, "China was deeply influenced by Japanese copyright law in drafting its own and therefore in addition to protecting author's rights, we have adopted the concept of 'neighboring rights' as well." Also, presumably to gain the consensus of the publishing houses, the latest draft, unlike some early versions, provides that "legal entities"—publishers—in certain respects enjoy greater rights than do individuals.

Shen Rengan, secretary general of the Copyright Society of China and department director of the Copyright Administration, said, "The law will also cover computer software in general, but separate regulations—coming by the end of 1991—will deal with the specifics governing software protection."

Fair use is divided into 12 sections, and "the law says nothing about compulsory licensing—we'll have to make special regulations for it when we sign bilateral treaties or join international conventions," Shen said.

The Copyright Administration will draft a standard contract for use by Chinese publishers, although Shen noted that "individual publishers will be able to draw up their own agreements if they wish, provided they are no less advantageous to the author than the standard contract." Under current practice Chinese authors are given lump sum payments, but the standard contract will make it possible for authors to opt to be paid a royalty instead.

—GAYLE FELDMAN

. . . Neuthaler

Linda Grey of Bantam, Stephen Rubin of Doubleday and Carole Baron of Dell-Delacorte; and Stuart Applebaum, senior vice-president and director of public relations. Also reporting to Neuthaler are the managing directors of Transworld in London and Transworld Australia/New Zealand.

In the last eight months, Applebaum said, a number of candidates within the communications field had been interviewed but none had the "amalgam of Neuthaler's qualities." Applebaum said the new CEO would be taking over a group that had "a most profitable year," although he conceded that "there is still work to be done at Doubleday." The division, Applebaum said, is on the road to fiscal recovery outlined in a five-year plan and, now in its third year, "showed marked improvement, especially in the last six months of the fiscal year that ended June 30."

Bertelsmann does not release figures for its various operations, but educated speculation puts BDD's revenues at $550 million to $600 million, with earnings at $30 million.

—MADALYNNE REUTER

Book Sales Rise 10.9% to $14.7 Billion in 1989

Book sales in 1989 totalled $14.7 billion, an increase of 10.9% over 1988, according to estimates by the Association of American Publishers. The figures confirm those in a preliminary report that appeared in News of the Week, March 9. At that time figures were not available for the business, law and STM categories in professional publishing or for AV and other media.

AAP Estimated Industry Sales 1988-1989

Millions of Dollars

	1988	1989	
	$	$	%chg from 88
Trade (Total)	3036.4	3623.5	19.3
Adult Hardbound	1433.0	1745.4	21.8
Adult Paperbound	852.2	976.6	14.6
Juvenile Hardbound	558.4	665.1	19.1
Juvenile Paperbound	192.8	236.4	22.6
Relgious (Total)	675.9	737.1	9.1
Bibles, Testaments, Hymnals & Prayerbooks	185.9	201.0	8.1
Other Religious	490.0	536.1	9.4
Professional (Total)	2411.9	2592.8	7.5
Business	446.0	481.7	8.0
Law	833.0	883.0	6.0
Medical	445.9	490.5	10.0
Technical, Scientific, & Other Professional	687.0	737.6	7.4
Book Clubs	690.2	704.0	2.0
Mail Order Publications	697.7	796.8	14.2
Mass Market Paperback Rack-Sized	1006.9	1094.5	8.7
University Presses	198.1	227.0	14.6
Elementary & Secondary Text	1783.8	1983.6	11.2
College Text	1716.8	1842.1	7.3
Standardized Tests	111.4	119.4	7.2
Subscription Reference	473.9	509.4	7.5
AV & Other Media (Total)	207.9	223.7	7.6
Elhi	166.7	178.6	7.1
College	15.0	17.4	16.0
Other	26.2	27.7	5.7
Other Sales	218.2	211.3	-3.2
Total	13229.1	14665.2	10.9

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SELLING THE BIBLE: SPECIAL REPORT

Religious Books for Fall
Nelson's Rise, Swindoll's Sermons, Walker's Large-Type Books
Average Book Prices • Diamonds' Unique Doubleday Contract

Publishers Weekly®

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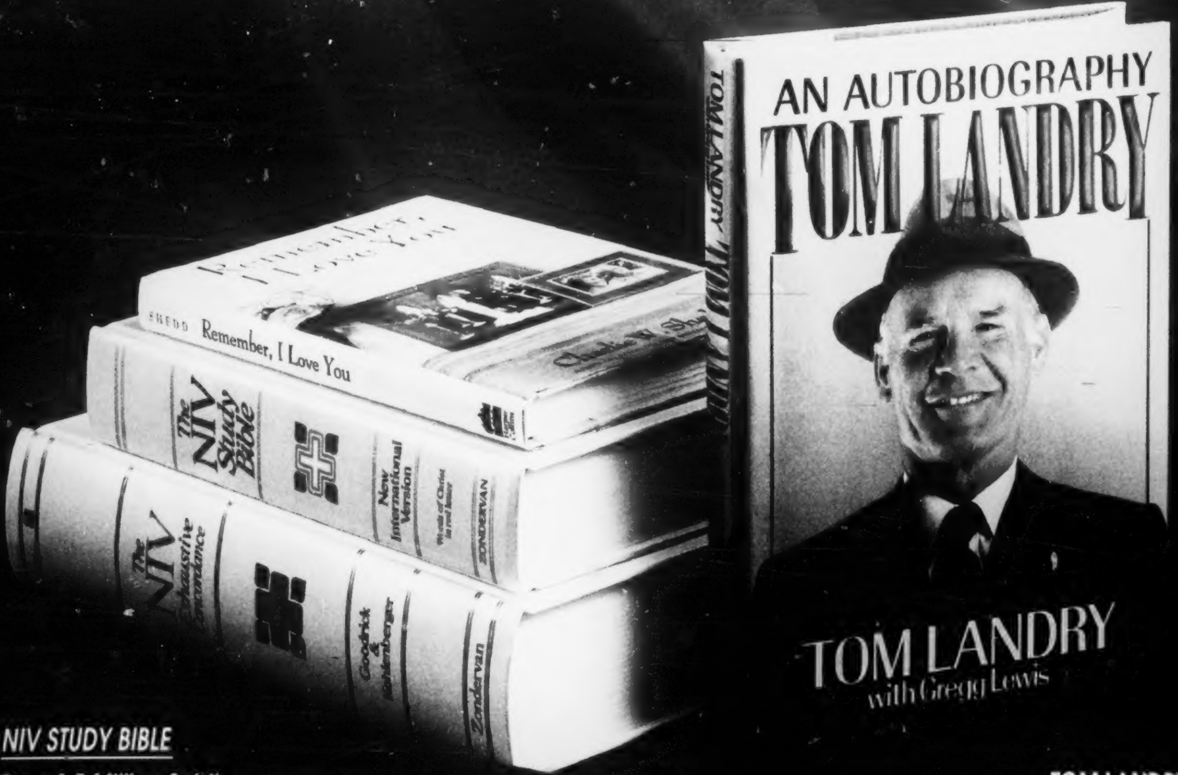
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Congress Moves to Compel Wider Use Of Acid-Free Paper

The federal government is on the verge of taking a step that could lead to greater use of nonacidic paper, which the book publishing community has been under pressure to use for the past several years.

Both houses of Congress have passed a resolution establishing as formal policy "that federal records, books, and publications of enduring value be produced on acid-free permanent papers." Since the federal government alone purchases more than 2% of the nation's consumption of printing and writing paper, the policy was expected to lead to a greater swing toward the production of acid-free papers, thus making them cheaper, or at least more readily available.

In addition to establishing a federal paper-use policy, the resolution also asks that "American publishers use acid-free permanent papers for publications of enduring value, in voluntary compliance with the American National Standard, and note the use of such paper on books, in advertisements, catalogs and standard bibliographic listings."

In asking his colleagues in the House of Representatives to approve the measure, Rep. Robert Wise (D., W.Va.) noted that "acid-free paper is now widely available at the same price as acidic paper."

Wise said the National Archives and other government institutions are spending millions of dollars transferring documents as recent as those from the World War II period into other media so that they can be preserved. Acidic papers have been in use since before the turn of the century.

After the House acted, by voice vote, the resolution was returned to the Senate to clear up a technicality. The Senate, which already had approved the resolution, was expected to send it on to President Bush for his signature.

—H. F.

Deficit Negotiations Jeopardize Nonprofit Mail Subsidy

The U.S. Senate passed and returned to the House of Representatives a bill that would extend the federal subsidy for nonprofit mail, including that to and from libraries, for at least another year.

The two bodies had less than a month, however, to iron out differences between the two bodies and return them to the floor of each house for final approval. The work also could be jeopardized by budget negotiations that could wipe out the subsidy altogether.

Although the differences in the bills were on several issues other than postal rates, the amount of "revenue forgone" was in dispute.

At mid-summer, the House passed a bill that would provide $484.6 million to cover the subsidized rates, considered the amount needed to maintain current special fourth-class rates. The Senate cut that amount to $470.6 million. A straight compromise by conferees named by both sides to work out differences would give the revenue forgone fund $477.1 million, but this year other matters are interferring.

In addition to the budget agreement that was outstanding as the Senate acted, the current rates would be maintained only until the general U.S. Postal Service increase goes into effect next February, as expected.

If Congress fails to resolve the budget crunch, the cost of the library rate could rise by nearly 40% effective Oct. 1. HOWARD FIELDS

Book Price Averages, 1989

Small rises and slight declines mark a generally stable trend in volume pricing last year

By Chandler B. Grannis

Although sufficient statistics are not yet available for a complete and "final" report, by subject categories, on the numbers of titles published in 1989 in the U.S., credible price averages for the vast majority of the year's books have been compiled and are presented here (see opposite page and p18).

As readers know, a preliminary report on a year's titles and prices is annually given in a March issue of *PW*, using figures based primarily on data provided to R. R. Bowker by the Library of Congress. Further work is done for about six months, bringing in data on several thousand more books of the year in question and making possible a "final" report, published by *PW* in a late summer issue.

Figures Delayed

The bibliographical statistics are compiled in Bowker's data services division for the American Book Publishing Record (BPR), weekly and cumulative, and the figures are produced especially for *PW* and the *Bowker Annual (Library and Book Trade Almanac)* by BPR managing editor Beverly Lamar. This year some of the data in many entries, including L.C. and Dewey subject classification, have been delayed; *PW* understands that "final" 1989 title counts may be provided by the end of 1990. The situation came about because of the implementation of a preliminary cataloguing program at the L.C., according to Lamar.

One table in the reports given here, mass market paperbacks, Table B, is derived not from the BPR database but from the entries submitted for listing in Bowker's *Paperbound Books in Print*, so the title figure used here in Table B is close to "final" for 1989.

Table A, hardcover books in all price levels, shows a small increase in the overall per-volume prices. Fiction was up about $1. Strong increases appeared in art, travel, language, law and history.

Table A-1, hardcover volumes omitting those priced at $81 or over, showed a trifling decline in the overall average price with sharp drops for medical and technical volumes and measurable increases in sports and education.

Mass market prices were also down a bit overall. In trade paperbacks, Table C, the average fiction price dipped, but overall the average was up $2.11 per volume.

In Table D, *PW*'s own informal hand-count of certain books advertised in the 1990 Fall Announcement issue (Aug. 10) shows a median price rise of $1, to $19.95 in novels; a $5 jump in the median, to $24.95, in biographical volumes; and a $2.50 rise, to $25 median, in history.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature, 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811, 812, 821, 822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1987 FINAL		1988 FINAL		1989 (PARTIAL)		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	423	$46.24	438	$49.36	369	$18,886.72	$51.05
Art	21.24	1,004	37.71	958	39.96	904	45,621.96	50.47
Biography	15.34	1,542	25.04	1,538	25.99	4,430	38,809.07	27.14
Business	18.00	1,032	33.31	1,120	37.51	889	33,463.16	37.64
Education	12.95	669	31.58	620	33.55	513	19,222.03	37.47
Fiction	10.09	2,499	18.19	2,258	17.63	2,129	39,669.80	18.63
General Works	30.99	1,623	43.81	1,448	50.35	1,202	59,431.88	49.44
History	17.12	1,954	31.74	1,992	33.44	1,658	62,726.81	37.83
Home Economics	11.16	558	20.13	474	21.38	435	9,639.85	22.16
Juveniles	6.65	3,162	11.48	3,603	11.79	3,981	48,508.79	12.19
Language	14.96	361	37.80	339	40.42	282	13,411.36	47.56
Law	25.04	1,097	49.65	957	50.85	735	43,249.06	58.84
Literature	15.78	1,537	28.70	1,465	30.85	1,340	43,583.31	31.78
Medicine	24.00	3,065	57.68	2,914	66.59	2,342	163,175.38	69.67
Music	20.13	224	35.82	217	36.95	248	10,299.18	41.53
Philosophy, Psychology	14.43	1,090	33.32	1,120	34.75	1,111	40,211.49	36.19
Poetry, Drama	13.63	699	28.59	649	28.02	545	16,653.02	30.56
Religion	12.26	1,226	24.51	1,163	26.73	1,019	28,220.14	27.69
Science	24.88	2,815	62.16	2,904	66.91	2,249	154,162.00	68.55
Sociology, Economics	29.88	5,393	34.38	5,430	37.25	4,728	194,074,34	41.05
Sports, Recreation	12.28	586	23.96	518	27.33	457	13,560.61	29.67
Technology	23.61	1,988	60.24	1,992	65.26	1,836	129,905.16	70.75
Travel	18.44	227	28.07	215	26.22	226	7,076.41	31.31
Total	$19.22	34,774	$36.28	34,332	$39.00	30,628	$1,232,511.38	$40.24

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1986	1987 FINAL		1988 FINAL		1989 (PARTIAL)		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$31.89	363	$32.44	351	$32.43	298	$10,147.67	$34.05
Art	31.63	959	33.07	905	33.85	852	32,138.16	37.73
Biography	21.66	1,514	22.75	1,510	23.81	1,393	33,937.57	24.36
Business	28.44	1,007	30.48	1,072	32.91	853	38,786.31	33.79
Education	25.75	654	29.37	609	32.03	505	18,483.08	36.48
Fiction	15.89	2,470	17.02	2,215	17.82	2,125	39,180.40	18.44
General Works	31.86	1,518	34.22	1,305	36.77	1,077	40,418.32	37.53
History	24.07	1,906	29.58	1,947	30.71	1,614	51,321.81	31.80
Home Economics	18.41	554	19.23	472	21.06	431	9,293.85	21.56
Juveniles	10.47	3,157	11.29	3,601	11.84	3,981	48,508.79	12.19
Language	30.24	345	33.26	322	35.06	248	8,549.01	34.47
Law	37.28	953	37.40	810	37.78	586	22,573.16	38.53
Literature	24.63	1,515	28.97	1,442	29.58	1,326	40,457.46	30.52
Medicine	37.34	2,405	38.33	2,052	49.79	1,608	64,130.05	39.88
Music	26.30	216	31.92	211	35.54	233	8,183.53	35.12
Philosophy, Psychology	28.48	1,062	31.48	1,081	32.78	1,074	35,738.44	33.28
Poetry, Drama	22.82	679	24.99	634	27.10	529	14,556.52	27.52
Religion	20.08	1,210	23.09	1,153	26.10	1,002	26,493.39	26.44
Science	40.96	2,186	43.02	2,066	51.86	1,886	68,745.99	43.35
Sociology, Economics	28.89	5,266	31.65	5,249	34.99	4,551	160,329.91	35.23
Sports, Recreation	21.77	582	23.32	515	24.45	450	12,407.11	27.57
Technology	39.88	1,622	41.68	1,500	53.45	1,297	57,401.34	44.26
Travel	23.74	221	24.45	213	24.87	218	5,735.41	26.31
Total	$27.15	32,364	$28.96	31,235	$31.23	27,836	$837,458.18	$30.09

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1987 PRICES	1988 VOLS.	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES
Agriculture	$ 3.56	3	$ 4.32	. . . 4	$ 33.80	$ 8.45
Art	12.38	15	10.35	9	106.55	11.83
Biography	5.10	67	6.20	77	496.05	6.44
Business	6.39	11	7.55	20	178.50	8.93
Education	5.99	15	7.19	19	160.05	8.42
Fiction	3.59	1,956	3.97	2,628	9,924.15	3.78
General Works	5.40	54	6.92	64	450.75	7.04
History	4.90	19	6.56	32	203.70	6.37
Home Economics	6.69	73	6.27	48	345.80	7.20
Juveniles	2.80	297	3.18	376	1,197.85	3.19
Language	4.94	11	6.01	14	76.85	5.49
Law	3.98	4	4.59	2	13.90	6.95
Literature	4.50	31	5.44	29	176.85	6.10
Medicine	6.28	34	6.72	29	235.20	8.11
Music	7.45	1	2.95	2	13.45	6.73
Philosophy, Psychology	4.96	89	6.11	108	549.45	5.09
Poetry, Drama	5.05	46	3.29	11	59.80	5.44
Religion	3.71	17	4.76	11	69.60	6.96
Science	4.55	9	5.46	16	159.80	9.99
Sociology, Economics	5.63	63	5.82	59	369.00	6.24
Sports, Recreation	4.97	126	5.87	134	758.10	5.66
Technology	11.52	26	18.16	17	356.15	20.95
Travel	7.15	17	10.95	13	129.35	9.95
Total	$4.00	2,984	$4.55	3,722	$16,063.15	$4.32

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1987 VOLS.	1987 PRICES	1988 VOLS.	1988 PRICES	1989 (PARTIAL) VOLS.	1989 (PARTIAL) $ TOTAL	1989 (PARTIAL) PRICES
Agriculture	$ 5.01	149	$13.22	194	$17.14	151	$ 2,492.82	$16.51
Art	6.27	641	15.46	602	15.65	566	9,670.76	17.09
Biography	4.91	591	11.32	609	11.12	580	6,598.54	11.38
Business	7.09	421	18.56	470	19.43	509	10,888.49	21.38
Education	5.72	412	14.01	451	15.64	440	8,221.26	18.68
Fiction	4.20	897	8.64	1,338	10.07	985	9,591.40	9.74
General Works	6.18	828	28.44	904	23.85	873	23,369.31	26.77
History	5.81	766	14.55	891	13.88	748	11,615.96	15.53
Home Economics	4.77	450	9.96	493	11.61	408	4,951.07	12.13
Juveniles	2.68	906	5.71	959	6.13	913	6,094.88	6.68
Language	7.79	287	14.31	246	15.50	221	3,946.08	17.86
Law	10.66	364	17.46	348	24.73	278	6,675.93	24.01
Literature	5.18	712	13.19	712	13.33	691	10,227.20	14.80
Medicine	7.63	692	19.34	882	19.74	809	18,019.58	22.27
Music	6.36	117	13.67	104	14.54	109	2,018.28	18.52
Philosophy, Psychology	5.57	564	13.36	688	13.72	693	10,290.12	14.85
Poetry, Drama	4.71	596	10.02	551	10.36	495	5,433.60	10.98
Religion	3.68	1,525	9.26	1,527	9.99	1,371	15,121.37	11.03
Science	8.81	707	23.27	736	23.76	707	19,277.90	27.27
Sociology, Economics	6.03	2,597	16.76	2,545	16.69	2,473	50,398.69	20.38
Sports, Recreation	4.87	430	11.49	437	12.26	425	5,697.24	13.41
Technology	7.97	682	25.55	624	23.93	654	18,559.17	28.38
Travel	5.21	299	10.91	429	11.73	432	6,820.40	15.78
Total	$5.93	15,633	$14.86	16,740	$15.01	15,531	$265,975.05	$17.13

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1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50

*Not Mystery, Western, SF, Light Romances

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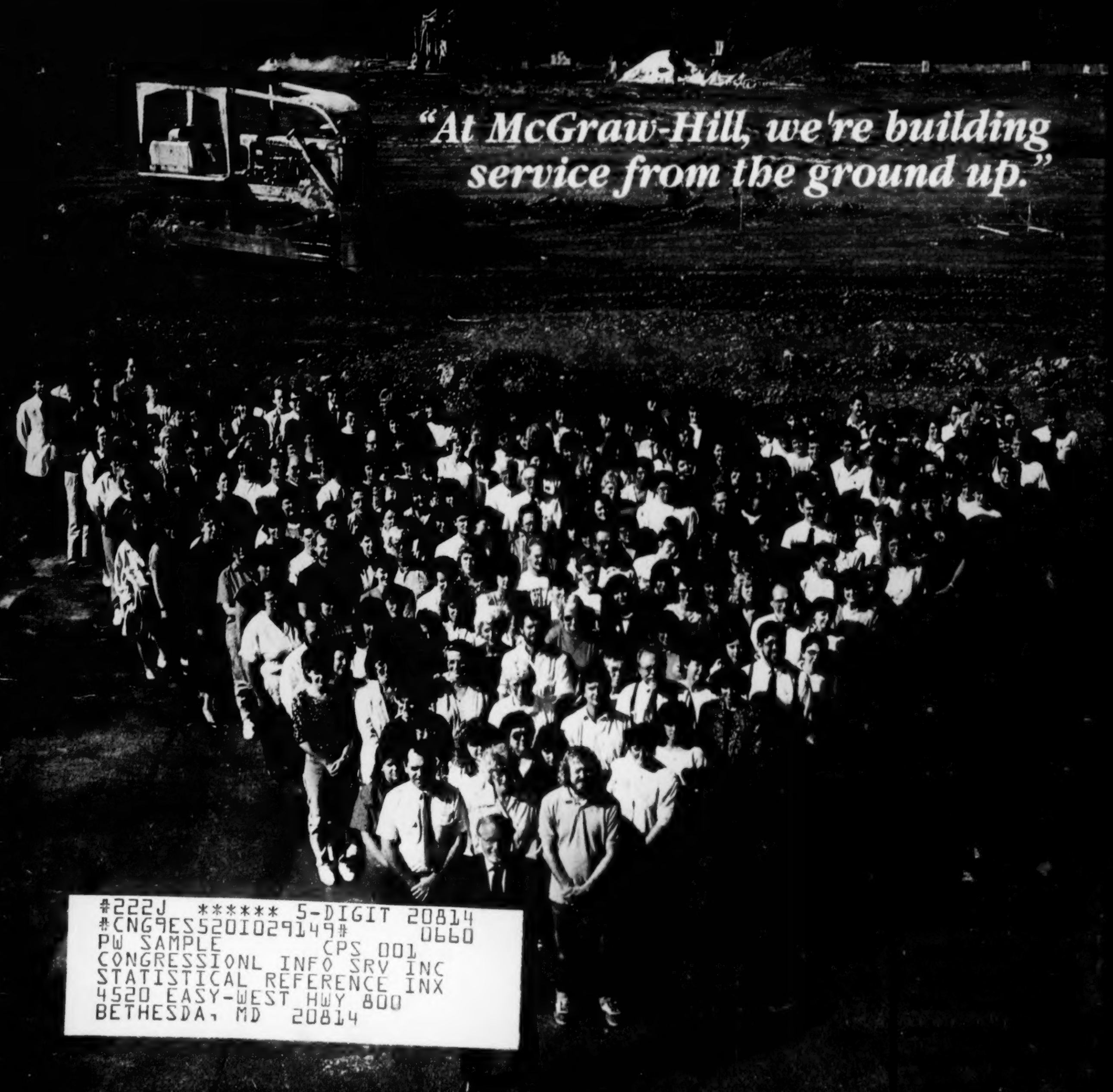
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AAP Sales Report for August

Category	% change, August*	% change, YTD
Adult hardcover	29.3	8.2
Adult paperback	5.1	20.7
Juvenile hardcover	35.3	23.4
Juvenile paperback	26.6	28.4
Univ. pr. hardcover	4.5	10.7
Univ. pr. paperback	6.5	16.8
Bibles, etc.	25.6	13.5
Mass market paperback	8.9	12.1
Book club	9.4	-0.1
Mail order	19.7	-15.3
Sci-tech	-2.0	8.3
College texts	6.8	7.9
School texts	8.4	2.6

*Percent changes measured against same time periods, 1989.

Octopus Expands U.S. Presence

Octopus Publishing, the consumer division of Reed International Books, is stepping up the group's presence in the United States.

Octopus Books Inc. in New York has run a small customer-services operation combined with a sales office for Mandarin Offset, the group's printing division. Now Jonathan Goodman has moved from the post of publisher of the group's illustrated division to head Octopus Books Inc., and will oversee a considerable expansion of its activities.

Richard Charkin, CEO of the consumer division, explained to *PW* that at present most of the promotional product for the United States market is produced in Britain. With exchange rates varying, this no longer makes sense, and Charkin also stressed the importance of publishing for the market: "We are sending our most experienced publisher to the United States to set up a packaging operation to serve our customers better and to produce books appropriately created for the American and international markets."

This development coincides with the group's announcement of the formation of an international sales department to handle titles in English worldwide, except for North America and Australia, for which the group's local companies or agents will retain responsibility. The new department is headed by international sales director Terence Cross and will handle all the group's imprints.

—VIVIENNE MENKES

MCA Talks with Matsushita

If current talks between MCA and Matsushita Electric Industrial Co. result in a merger, the Putnam Berkley group will become the first major U.S. publisher to be owned by a Japanese firm.

Putnam Berkley is a small part of MCA's empire that consists of Universal Pictures, Universal Television, Motown Records, theme parks, movie theaters and real estate. The publishing operations contributed an estimated 6% of MCA's 1989 revenues of $3.4 billion.

Matsushita is Japan's largest consumer electronics company, whose brand names include Panasonic and Quasar, and it had sales last year of approximately $44.4 billion.

Former Lover Files $4.75 Million Suit Against Penguin Novelist

Claiming to be the model for a central character in *Disappearing Acts*, a former lover of the novel's author, Terry McMillan, has filed a $4.75 million defamation suit against her, the book's hardcover publisher, Penguin USA, and Simon & Schuster, which issued the paperback.

Seven years ago Viking Press, an imprint of Penguin USA, won a precedent-setting case when the court rejected an ex-lover's claim that she'd been libeled by her alleged use as the model for a character in Robert Tine's novel *State of Grace*.

Nevertheless, Peter Gordon of Feinberg, Berns & Castro, attorney for Leonard Welch, McMillan's former lover, told *PW*, "The book is defamatory; it's an attempt to inflict mental injury on my client. The two [McMillan and Welch] were together for three years and the book contains numerous sections, at least 60 paragraphs, that relate to his life. There is no question about the similarities between my client and the character."

Gordon, who said the two have a child together and at one time had planned to marry, also notes that McMillan sent a copy of the book to Welch with the inscription: "Please read it with the same love and compassion that forced me to write it. But try to read it as fiction because I took liberties in order to make the story more plausible."

Gordon contends that the book's alleged association of Welch's personal habits with the central character in the novel—a black construction worker who is a rapist, a racist, a drunk and a swindler—may effect Welch's ability to find work. Welch is a construction worker.

Despite the apparent strength of legal precedents protecting author and publisher, Martin Garbus of Frankfurt, Garbus, Klein & Selz, attorney for McMillan and Penguin USA, was concerned about the suit. "Once again this raises the question of the freedom of an author to write. It has the potential to severely limit the writing of fiction." Garbus plans to file for dismissal.

Elsevier to Sell Wolters Kluwer Stake

Elsevier has announced from Amsterdam that it plans to sell its 33% holding in Wolters Kluwer, another Dutch company, as soon as market conditions permit. The Wolters Kluwer stake is a relic of a hostile takeover try at the time the old Kluwer Group seemed up for grabs. Kluwer subsequently merged with Wolters Samson. (Elsevier will hold on to its 9% of the U.K.'s Pearson, which both parties seem to see as a European partnership with potential.)

Elsevier said trading income for January through June of this year is up 18% over the first six months of 1989; it expects the full year to confirm these results. Net sales came to 1,032 million guilders. A recent dollar quotation was $1=1.8 guilders.

Wolters Kluwer announced a 34% rise in net income for the first six months, part of the increase due to acquisitions. The results of newly acquired J.B. Lippincott are included on the basis of preliminary figures, and the WK board expects that in the second half of the year Lippincott earnings will balance out against financing charges of the purchase. The group predicts net income for the full year of 170 million guilders, a rise of over 20% from 1989.

—H. R. L. □

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